



April 1, 1958

TOP STARS AND ROTATING CAST OF COMEDIANS WILL PERFORM
IN SUMMER SERIES OF 'CHEVY SHOW' COLORCASTS

Edie Adams, Janet Blair, Dorothy Kirsten and John Raitt will be starred during a 16-week summer series of the CHEVY SHOW starting Sunday, June 22 (NBC-TV colorcast, 9-10 p.m., EDT).

The series, which will replace the vacationing "Dinah Shore Chevy Show," will be produced by Henry Jaffe Enterprises in association with NBC. It will be sponsored by Chevrolet, through Campbell-Ewald Co. agency.

In addition to the stars, the "Chevy Show" Summer colorcasts will include a rotating cast of comedians who will be signed for five programs each during the series.

The programs will be produced and directed by Bob Henry, with Dean Whitmore as associate producer-director. The series will originate from NBC-TV's Color City Studios, Burbank, Calif.



TRADE NEWS

April 1, 1958

'TURNING POINT,' FILMED ANTHOLOGY OF ADVENTURE STORIES

WITH TOP STARS, TO BE NBC-TV SATURDAY NIGHT FEATURE

TURNING POINT, an anthology of adventure stories with such stars as Joan Crawford, Bette Davis, Ralph Bellamy, Greer Garson and Joseph Cotten, will be presented on NBC-TV Saturdays at 9:30 p.m., EST, beginning Saturday, April 12. The premiere show will be "The Road to Edinburgh" starring Joan Crawford. The 11-week series of half-hour filmed shows will take the time spot formerly occupied by "The Gisele MacKenzie Show."

"Turning Point" will be sponsored on alternate weeks by Schick, Inc., for whom the agency is Benton and Bowles, Inc., and the Scott Paper Company, for whom the agency is J. Walter Thompson Co.

"The Road to Edinburgh" tells of a woman reporter (Miss Crawford) driving in the Scottish countryside, who is assisted in repairing a flat tire by a hitch-hiker. She offers the man a ride but regrets it shortly when she hears on her car radio that a convict has escaped in the vicinity in which she is traveling. Although her rider had previously told her he was a newly released prisoner from the penal institution, she becomes convinced he is the escapee. The reporter begins to drive at excessive speed, hoping that the police

(more)

2 - 'Turning Point'

will arrest her for speeding, thus saving her from death at the hands of a desperate man. Fate has another ending in mind for the frantic woman, however, as she is taught a bitter lesson about the dangers of giving rides to strangers.

The list of programs (and stars) to be presented will include the following:

April 12 - "The Road to Edinburgh" - Joan Crawford

April 19 - "Heroes Never Grow Up" - Dane Clark

April 26 - "Once Upon a Crime" - Peter Lawford

May 3 - "Pattern For Death" - Eddie Albert

May 10 - "H.M.S. Marlborough" - Joseph Cotten

May 17 - "The Earring" - Greer Garson

May 24 - "High Barrier" - Vincent Price

May 31 - "For Better, For Worse" - Bette Davis

June 7 - "Hand of the Enemy" - Rhys Williams

June 14 - "The Blond Dog" - Cornel Wilde

June 21 - "Too Good With a Gun" - Robert Cummings

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NBC-New York, 4/1/58



FOR RELEASE 1 P.M., EST, WEDNESDAY, APRIL 2

NBC WINS FOUR GEORGE FOSTER PEABODY TV AND RADIO AWARDS--
AS MANY AS ALL OTHER NETWORKS COMBINED

The National Broadcasting Company has won four George Foster Peabody Awards -- as many as all other networks combined -- for "distinguished achievement" in television and radio.

The awards, announced at a luncheon meeting of the Radio and Television Executives Society in New York today (April 2), included:

1. Special Radio-Television Award:
NBC's Educational Television Project; and the "Know Your Schools" project of NBC's owned-and-operated stations.
2. Television Entertainment (musical):
"The Dinah Shore Chevy Show."
3. Television Entertainment (non-musical): "The Hallmark Hall of Fame."
4. Television Contribution to International Understanding: Bob Hope.

The awards, 18th in the annual series, were presented by Dean John E. Drewry of the University of Georgia's Henry W. Grady School of Journalism, which, with the Peabody Board, administers the awards. Bennett Cerf, chairman of the awards group, presided.

(more)

2 - Peabody Awards

Citations for the NBC awards follow:

1. "The National Broadcasting Company during 1957 was responsible for two undertakings of far-reaching significance to broadcasting and education. One of these was the NBC Educational TV Project in cooperation with the Educational Television and Radio Center at Ann Arbor, whereby 23 weeks of live high-grade TV programming were provided educational outlets the country over. The other special service was the 'Know Your Schools' project, in cooperation with the U.S. Department of Health, Education, and Welfare, produced simultaneously over a six-weeks' period by 13 NBC-owned radio and television stations in New York, Philadelphia, Washington, Chicago, Hartford-New Britain, Buffalo, Los Angeles, and San Francisco. For these two distinguished contributions to the good life and a better America, this Special Radio-Television Award to the National Broadcasting Company."

2. "The thumping success of the Dinah Shore program is heartening proof that no matter what formats and fads may temporarily dominate the airwaves, you can never beat a combination of unflinching good taste, irrepressible spirits, and sheer talent. What TV needs, obviously, is about a hundred more Dinah Shores. Therefore, for Outstanding Entertainment, with music, during 1957, the Peabody Television Award goes to 'The Dinah Shore Show,' broadcast by NBC."

3. "'The Hallmark Hall of Fame' during 1957 provided viewers with a varied fare of outstanding contemporary and classical theatrical productions, skillfully adapted and artistically and imaginatively presented. Particularly noted are 'The Green Pastures,' 'Twelfth Night,' 'The Lark,' 'Yeomen of the Guard,' 'There Shall Be No Night' and 'On Borrowed Time.' In recognition of this high level

(more)

3 - Peabody Awards

cultural contribution via broadcasting, the Peabody Award for Outstanding Non-Musical Television Entertainment goes to 'The Hallmark Hall of Fame,' aired by the National Broadcasting Company."

4. "To millions of people from Moscow to Morocco, Bob Hope is Mr. United States -- the wisecracking, ever-cheerful symbol of an abundant and good-natured land. In his travels to dozens of countries in the last decade, he has contributed immeasurably to international good will. In appreciation and recognition, Mr. Hope is presented the George Foster Peabody Television Award for Outstanding Contribution to International Understanding."

NBC's Educational Television Project, now in its second year, is under the general direction of Edward Stanley, NBC's Director of Public Affairs. "Know Your Schools" was conceived and co-ordinated by Don Bishop, director of community services for the owned-and-operated stations.

"The Dinah Shore Chevy Show" is produced by Bob Banner, "The Hallmark Hall of Fame" by Mildred Freed Alberg, and "The Bob Hope Show" by Jack Hope.

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NBC-New York, 4/1/58



TELEVISION NEWS

April 1, 1958

RUSSIA PUTS BEST FOOTAGE FORWARD FOR BOB HOPE; STAR IS SO IMPRESSED THAT HE'LL DEVOTE ENTIRE HOUR TO SOVIET FILM

Bob Hope will present a full-hour of Russian film on NBC-TV's BOB HOPE SHOW Saturday, April 5 (9-10 p.m., EST), because "it (the film) is better than I could have hoped for," according to the traveling ambassador of humor.

As a result, the Hollywood filmed baseball skit Hope had worked out with major league baseball stars as guests will not be shown.

Some of the Russian film was obtained from the Soviet government during Hope's trip to Moscow. Other footage was shot on the spot with the help of Russian photographers. Hope had not been permitted to see the film in Moscow. He viewed the reels in Hollywood and felt they were so good for TV that he decided to devote his entire hour to the Russian footage.

In addition to films of Russia's greatest entertainment figures and artists, the "Bob Hope Show" will take the NBC-TV audience to the first row at the Soviet pageant, held last year to celebrate the 40th anniversary of the founding of the U.S.S.R.

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1911

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Included on the Hope show will be violinist David Oistrakh and prima ballerina Galina Ulanova. They headed the lengthy list of famed artists who appeared at the festival, and will be seen performing for the Hope show viewers.

Not so well-known abroad, and especially a treat for American audiences, will be Oleg Popoff, a clown in the tradition of Charlie Chaplin, and Arkadi Raikin, Russia's best-known comedian (billed as the man "who changes his person when he changes his face").

Tumblers, acrobats and gymnasts (who carried Russia to victory in the 1956 Olympic Games) perform on bars, mats and in feats of high diving rarely seen here. Black-booted Cossacks dance and sing in the wild Steppes manner as members of the Red Army Chorus and the State Dancing Troupe fill the pageant stage -- and the Hope show TV screen.

The full-hour program will open with Hope's monologue which he delivered during a show in Spasso House, Moscow residence of U.S. Ambassador Lewellyn E. Thompson Jr.

Last, but not least, a famous nose will be seen in profiles, quarter views and full face as it pokes its way about the Moscow the Russian people love -- and its foreign visitors are amazed by -- as the star of the "Bob Hope Show" plays tourist in the Soviet capital.

The April 5 "Bob Hope Show" will be co-sponsored by Johnson Motors and Dutch Masters Cigars. Their advertising agencies are, respectively, J. Walter Thompson Co., and Erwin Wasey, Ruthrauff and Ryan, Inc.

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NBC-New York, 4/1/58



TELEVISION NEWS

April 1, 1958

'WIDE WIDE WORLD' TO COVER 'HEADLINE CITY'
Program to Show Washington Press Corps at Work;
Top Newsmen Will Participate

More than 50 top newsmen will participate in "Headline City," the story of Washington (D.C.) as the news-making and news-gathering capital of the world, which will be telecast on WIDE WIDE WORLD Sunday, April 13 (NBC-TV, 4-5:30 p.m., EST).

The 90-minute program will show the Washington press corps at work, will follow reporters as they cover their beats, will move into news bureaus and government offices, and will trace a wire service bulletin from a Presidential press conference to front pages around the world.

Participants will include James C. Hagerty, Presidential press secretary; Benjamin M. McKelway, president of AP and editor of the Washington Evening Star; Lyle Wilson, vice president and bureau chief of UP, and James R. Wiggins, executive editor of the Washington Post and Times Herald.

The program will visit the National Press Club on its 50th anniversary and will introduce its president, Jack Horner. At the club, syndicated columnists Marquis Childs of the St. Louis Post-

(more)



April 14, 1964

THE FOLLOWING IS A SUMMARY OF THE
RESULTS OF THE RESEARCH CONDUCTED
BY THE NATIONAL AERONAUTICS AND SPACE
ADMINISTRATION

The results of the research conducted by the National Aeronautics and Space Administration (NASA) are summarized in this report. The research was conducted in the field of the study of the effects of the Earth's magnetic field on the behavior of the ionosphere. The results of the research are summarized in the following sections:

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Dispatch, Roscoe Drummond of the New York Herald Tribune, and Frederick Othman of United Features will explain their approach to the news.

"Headline City" will be produced by Ted Rogers on the "Wide Wide World" series, which is sponsored by General Motors and supervised by executive producer Barry Wood. Dave Garroway is host of the series and Charles Van Doren is roving reporter.

"We'll show how Washington has emerged since World War II as the number one source of world news headlines," Rogers says. "We want to show viewers, for the first time, just what it means to be a working newsman in the world's most newsworthy city."

The cameras will visit official and unofficial centers of news and will focus on such news-making figures as Mikhail A. Menshikov, Soviet Ambassador to the U.S.; Takeso Shimoda, Japanese Minister to the U.S., and Ambassador William S. B. Lacy, special assistant to the Secretary of State.

Viewers will meet Ernest K. Lindley of Newsweek, John O'Donnell of the New York Daily News, James Reston of the New York Times, Marvin Arrowsmith of AP, Al Friendly, managing editor of the Washington Post and Times-Herald, Ed Folliard of the same paper, and many other members of the Washington press corps.

The program's live TV cameras will move through the corridors of the National Press Building and past the news bureaus of some of the country's largest papers. For a closeup of news action and atmosphere, the cameras will enter the bureau of the New York Daily News.

At the bureau of the St. Louis Post-Dispatch, bureau chief Pete Brandt will explain how his staff is deployed around the capital.

(more)

3 - 'Wide Wide World'

Post-Dispatch reporters will be shown querying Senator Stuart Symington (D.-Mo.) and handling other news assignments.

INS correspondent Herb Gordon will demonstrate how news stories are sometimes uncovered in unexpected ways. He will show how he tracked down an international story to its source, a high-ranking official of the U.S. State Department.

The program will present some of Washington's broadcasting newsmen, including Eric Sevareid and Ted Coop of CBS, Fulton Lewis Jr. of MBS, and Dave Brinkley and Ray Scherer of NBC. The cameras will look in on Lawrence Spivak and other members of NBC's "Meet the Press" panel as they are about to go on the air.

In the press room of the White House, press secretary Hagerty will be interviewed on the nature and demands of his job. A specially filmed segment will show White House reporters questioning the President at a recent news conference.

A UP story telephoned from the conference by correspondent Merriman Smith will be traced through the UP bureau in Washington and from there to the Winston-Salem (N.C.) Journal and to station WSJS-TV in Winston-Salem.

Lyle Wilson, UP bureau chief in Washington, will guide viewers through the news rooms of the wire service and will explain how news is discovered, reported, edited and disseminated to newspapers and radio and TV stations around the world.

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NBC-New York, 4/1/58



NBC COLOR TELEVISION NEWS

'SWING INTO SPRING' THEME PUT ON DISK

Benny Goodman, star of SWING INTO SPRING, musical show which will be colorcast on NBC-TV, Wednesday, April 9 (9-10 p.m., EST), has recorded the original theme music.

The song has been pressed by Columbia Records on a 45 extended play disk which also includes three all-time Goodman favorites -- "Blue Skies," "Swingtime in the Rockies" and "Have You Met Miss Jones?"

The "Swing into Spring" tune features trumpeter Buck Clayton and pianist Hank Jones, both of whom will appear in "Swing into Spring," along with many top showbusiness stars.

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STEVERINO AND CANINE PAL HELP OUT COLLEGE THESPIANS

Steverino, the greyhound on comedy colorcasts of THE STEVE ALLEN SHOW (NBC-TV, Sundays, 8-9 p.m., EST), and Camille, toy poodle belonging to Skitch Henderson, the show's orchestra director, are busy coaching two young performers.

The Mannes College of Music in New York is presenting three one-act operas April 14 and one of them, "The Pet Shop," requires realistic dog imitations by three of the girl singer-actresses. Hence, the Steverino and Camille coaching stints.

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NBC-New York, 4/1/58

REGULAR INTERNATIONAL EXCHANGE OF TV RELIGIOUS FILMS TO FOLLOW
NBC PRESENTATION OF FRENCH-MADE PROGRAMS FOR EASTER

Regular international exchange of TV religious films is likely to follow NBC's presentation of "The Easter Vigil" Sunday, April 6 (12 noon-12:30 p.m., EST).

Made in the church of Villiers-le-Bel, this is the second of two programs filmed in France and now shown in the U.S. for the first time. The first, "Holy Week," a winner at the Catholic TV Festival at Monte Carlo earlier this year, was telecast by NBC on Palm Sunday. Both, with English-language commentary, are being presented in cooperation with the National Council of Catholic Men.

In the offing are French-made films dealing with the ordination of a priest and a series of three documentaries on Lourdes, which NBC will telecast later this year in partnership with the N.C.C.M.

The imports are the result of a scouting tour of Europe undertaken last Summer by Doris Ann, NBC supervisor of TV religious programs; Richard Walsh of the N.C.C.M., who is co-producer with her of the TV "Catholic Hour," and Martin Hoade, NBC director of the TV "Catholic Hour" and "Frontiers of Faith."

"We hope to show in America the various kinds of religious TV being done in Europe," Miss Ann says. "TV there has come to a point where exchange is possible, if not always with filmed products at least with exchange of scripts."

(more)

2 - Religious TV Films

The exchange will work two ways. A filmed series made in Rome last Summer by NBC and the N.C.C.M., "Rome Eternal," will be shown at the Brussels World's Fair in the Vatican Pavilion, Civitas Dei, on a continuing basis from April through October. It is expected that this four-part series also will be telecast in Germany, Luxembourg, England, Belgium and Holland. "Rome Eternal" was presented on the NBC-N.C.C.M. "Catholic Hour" last January.

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NBC-New York, 4/1/58

MORE HEADLINERS JOIN LIST OF PRESENTERS AND ENTERTAINERS
FOR TELECAST OF 'EMMY AWARDS' CEREMONIES

Dave Garroway, Eddie Cantor and Eve Arden have been added to the list of presenters and Arnold Stang will join Cliff Norton, Jerry Lester, Morey Amsterdam, Louis Nye and James Garner as entertainers on NBC-TV's telecast of the 10th Annual EMMY AWARDS ceremonies, live from New York and Los Angeles, Tuesday, April 15 (10-11:30 p.m., EST).

Other presenters already chosen are Arlene Francis, Gisele MacKenzie, Ida Lupino, George Gobel, Milton Berle, Red Buttons, Lucille Ball, Desi Arnaz, Ed Wynn, Art Carney, Steve Allen, Gertrude Berg, Polly Bergen, Jack Benny and Loretta Young. Stang and Cliff Norton, in New York, will appear opposite Morey Amsterdam and Jerry Lester, in Los Angeles, in a parody of "Dearie," which will open the second half of the show.

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DAVID BRINKLEY TO COVER BRUSSELS WORLD'S FAIR
WITH FILMED REPORTS FOR "NBC NEWS"

David Brinkley will leave for the Brussels World's Fair next week to do a series of filmed reports for the "NBC News" program (The Huntley-Brinkley report NBC-TV, 6:45 p.m., EST, Monday through Friday).

Producer Reuven Frank said Brinkley's first report will be telecast Monday, April 14. Before the Fair opens on April 17, Brinkley will cover sidelights and preparations, and will remain for the first few days after the opening. Film editor George Murray will go from New York to supervise the coverage, and Cameraman John Peters will travel from London for the filming.

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NBC-New York, 4/1/58



TRADE NEWS

April 2, 1958

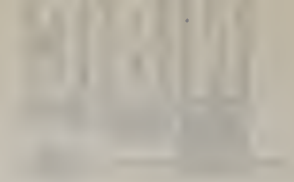
DIXIE CUP DIVISION OF AMERICAN CAN COMPANY ORDERS SATURATION
CAMPAIGN ON 11 NBC-TV DAYTIME PROGRAMS PLUS PARTICIPATION
IN NETWORK'S 'TODAY' AND 'JACK PAAR SHOW' TELECAST

The Dixie Cup Division of the American Can Company has ordered a saturation advertising campaign calling for sponsorship of quarter-hour segments of each of NBC-TV's 11 daytime programs as well as participations in TODAY and THE JACK PAAR SHOW, it was announced today.

The campaign, which will be used to promote Dixie Cup home dispensers and refill packages and other items, will run over a one-month period starting April 17.

The programs are scheduled as follows: A quarter-hour segment on Thursday, April 17, in DOUGH RE MI (Monday through Friday, 10-10:30 a.m., EST); TIC TAC DOUGH (Monday through Friday, 12 noon-12:30 p.m., EST) and NBC MATINEE THEATER (Monday through Friday, 3-4 p.m., EST). A quarter-hour segment on Monday, April 28, in THE PRICE IS RIGHT (Monday-through-Friday, 11-11:30 a.m., EDT); IT COULD BE YOU (Monday through Friday, 12:30-1 p.m., EDT) and QUEEN FOR A DAY (Monday through Friday, 4-4:45 p.m., EDT). A quarter-hour segment on Wednesday, May 7, in TREASURE HUNT (Monday through Friday,

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1941

IN THE MATTER OF THE ESTATE OF JAMES EARL RAY, JR.
DECEASED

THE COURT OF CHANCERY OF THE DISTRICT OF COLUMBIA
DOES hereby certify that the foregoing is a true and correct
copy of the will of the said JAMES EARL RAY, JR., as the same
appears from the records of the said Court of Chancery.

IN WITNESS WHEREOF, the seal of the said Court of Chancery
has hereunto been set, and the hand of the Clerk of the said
Court has hereunto been written, at the City of Washington,
District of Columbia, this 1st day of January, 1941.

CLERK OF THE COURT OF CHANCERY

NOTED AND FILED

1941

2 - Dixie Cup Division

10:30-11 a.m., EDT); KITTY FOYLE (Monday through Friday, 2:30-3 p.m., EDT) and MODERN ROMANCES (4:45-5 p.m., EDT). A quarter-hour segment on Friday, May 16, in TRUTH OR CONSEQUENCES (Monday through Friday 11:30-12 noon EDT) and COMEDY TIME (Monday through Friday 5-5:30 p.m., EDT).

As announced earlier, Dixie Cup also has ordered two participations on "Today," for April 23 and May 13, and two participations on "The Jack Paar Show," for April 22 and May 8.

Hicks and Greist, Inc., is the advertising agency representing the Dixie Cup Company.

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NBC-New York, 4/2/58

PHARMA-CRAFT ORDERS 74 PARTICIPATIONS
IN 'TODAY' AND 'JACK PAAR SHOW'

The Pharma-Craft Company, for its Fresh deodorant, has ordered a total of 74 participations on NBC-TV's TODAY and THE JACK PAAR SHOW over an eight-month period starting April 7, it was announced today.

The advertiser has scheduled 66 participations on "The Jack Paar Show" beginning April 7 and running through Dec. 1, and eight participations on "Today" starting April 9 and running through May 21.

The J. Walter Thompson Company is the advertising agency for Pharma-Craft.

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NBC-New York, 4/2/58



April 2, 1958

NBC INTERNATIONAL TO BRING 20,000,000 EUROPEANS AT
BRUSSELS FAIR THEIR FIRST LOOK AT COLOR TELEVISION

NBC International Ltd. will bring 20,000,000 Europeans their first look at color television this Summer.

The NBC subsidiary, now in its second year, was awarded a State Department contract to handle all U. S. government television activities at the Brussels World's Fair. Working with a color television studio and equipment installed by RCA in the U. S. Pavilion, an NBC International program staff will provide eight hours of live and filmed color programs daily to be viewed on closed circuit over color receivers in various parts of the pavilion.

The programming will include interviews with leading Americans visiting the Fair, as well as cooking and household shows, and other typically American programs. There will also be acts from all over the world appearing in Brussels in connection with the Fair. There may be excerpts from the NBC-commissioned Menotti opera, "Maria Golovin," which will have its world premiere at the Fair on Aug. 20.

While negotiations for the Brussels project were under way, Alfred R. Stern, Chairman of the Board of NBC International, was on a 40,000-mile, eight-week trip that took him around the world on an

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organizational and survey visit to eight countries -- Britain, Austria, Germany, Japan, Hong Kong, Malaya, the Philippines and Australia.

"Everywhere, I found great enthusiasm for NBC International's activities," said Mr. Stern. "I found special interest in our objective of building a two-way street with television systems the world over. Through this channel there will be a steady and growing interchange of programming, film and talent. This is bound to speed the advance of television as a world communications medium."

Mr. Stern pointed out that video tape recording -- now available in both color and black-and-white -- would have a most beneficial effect on the international exchange of programming. However, he added, a system whereby the tape could be adapted from one set of television technical standards to another would have to be developed before tape could be put to use in international program exchanges.

In its second year, NBC International has its own offices or representatives in six strategic locations -- Montreal, Mexico City, Panama, London, Tokyo and Australia.

The company was organized with a four-fold purpose:

1. To provide management services for foreign TV systems.
2. To export NBC films, kinescopes and program formats.
3. To import desirable TV material and talent from all parts of the world.
4. To seek investment opportunities in foreign broadcasting properties.

(more)

3 - NBC International

The Steve Allen, Dinah Shore and Perry Como programs are seen regularly via kinescope on Australian television. The first two also are seen on British and other European stations, as are programs of the NBC Opera Company. In all, NBC television programs have been broadcast in 21 foreign countries.

The company is also dubbing NBC films for the Latin American market. "Silent Service" becomes "Submarino," and "Medic" becomes "Medico," in adapting the films to Spanish-speaking audiences. The dubbing is done in Mexico City.

In addition to the Fair project in Brussels, management services of NBC International have had assignments in Wales, Saudi Arabia and Yugoslavia in connection with new TV stations.

Looking to the future, Mr. Stern said he hoped NBC International would soon be providing channels not only between the United States and overseas nations, but directly between various foreign countries. For instance, he said, his company would provide a direct interchange of programming between Spanish television, which is just getting underway, and several South American countries where TV is already established.

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NBC-New York, 4/2/58

FORMER PRESIDENT TRUMAN, IN RARE APPEARANCE ON INTERVIEW
PROGRAM, WILL BE GUEST ON 'YOUTH WANTS TO KNOW'

Former President Harry S. Truman will make one of his rare appearances on an interview program when he is the guest on Theodore Granik's YOUTH WANTS TO KNOW Sunday, May 4 (NBC-TV, 3-3:30 p.m., EDT; NBC Radio as part of "Monitor," 10:30-11 p.m., EDT).

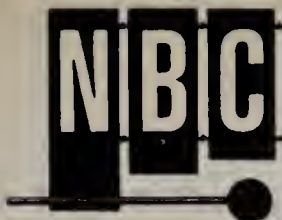
Mr. Truman will answer questions asked by teenagers from the New York area. The program will be kinescoped in New York prior to presentation on NBC. Steve McCormick will moderate the program.

"Youth Wants to Know" also will salute Israel's 10th anniversary on the May 4 program.

Among the guests on this Peabody Award-winning program have been prominent world leaders and statesmen. Mikhail Menshikov, new Soviet ambassador to the U.S., made his American TV debut on the show recently.

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NBC-New York, 4/2/58



FOR RELEASE THURSDAY A.M., APRIL 3

14 PROGRAMS AND PERSONALITIES ON NBC-TV AND NBC RADIO WIN
GOLD MEDALS IN TV RADIO MIRROR'S POLL OF AIR AUDIENCE

Fourteen programs and personalities on NBC Television and NBC Radio have been awarded gold medals in TV Radio Mirror's annual poll of viewers and listeners.

The magazine's poll, now in its 11th year, is the only nationwide survey which determines the favorite shows and stars of the television and radio audience.

Following is a list of the NBC award winners:

FAVORITE TV PROGRAMS:

- "NBC Matinee Theater" -- Favorite Daytime Drama on TV
- "The Steve Allen Show" -- Favorite Evening Variety Program on TV
- "Queen for a Day" -- Favorite Women's Program on TV
- "The Perry Como Show" -- Best Program on TV

FAVORITE TV STARS:

- Dinah Shore -- Favorite Female Singer on TV
- Loretta Young -- Favorite Dramatic Actress on TV
- Steve Allen -- Favorite Evening Emcee on TV
- Gisele MacKenzie -- Best New Star on TV

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FAVORITE RADIO PROGRAMS:

"One Man's Family" -- Favorite Daytime Drama on Radio

"Bert Parks' Bandstand" -- Favorite Music Program on Radio

"Groucho Marx - "You Bet Your Life" -- Favorite Quiz Program on
Radio

FAVORITE RADIO STARS:

Minnie Pearl -- Favorite Comedienne on Radio

Bert Parks -- Favorite Musical Emcee on Radio

Art Linkletter -- Favorite Quizmaster on Radio

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DAVID BROEKMAN, COMPOSER AND CONDUCTOR, IS DEAD

David Broekman, noted composer and conductor, died yesterday of a heart attack in his home at 1215 Fifth Avenue, in New York. He was 55 years old.

During the past three years, Mr. Broekman composed and conducted the musical scores for the "Wide Wide World" series on NBC-TV. In recent years, he also conducted "Music in the Making" concerts at Cooper Union in New York.

Mr. Broekman was born in Leiden, the Netherlands, and as a young man conducted the Royal Opera at The Hague. He came to this country in 1924 and became a member of the New York Philharmonic. In following years, he was musical director of Universal and Columbia Pictures, CBS, and the U. S. Treasury Department (making recordings and appearances at War Bond programs for the latter).

After the war, he presented "Pop" concerts at Carnegie Hall, and scored and conducted various TV shows. He composed the "Manhattan Fairy Tale Suite"; the operas "Barbara Allen," "The Stranger" and "The Toledo War"; and symphonies, concertos and other works.

He is survived by his widow, Mrs. Faith Broekman; three daughters -- Mrs. Melisande Charles, Mrs. Jacqueline Girard and Miss Deetje Broekman -- and a son, Hendrik Broekman. Funeral arrangements will be private.

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NBC-New York, 4/2/58

ARLENE FRANCIS TO BE 'OFFICIAL HOSTESS'
FOR NEW YORK CITY'S SUMMER FESTIVAL

NBC Star Arlene Francis -- who has always said that her idea of heaven was to be "set down in Times Square just before curtain time" -- will get her chance to sing the praises of New York City when she serves as the Official Hostess for the Fifth Annual Summer Festival Season in New York. Announcement of Miss Francis' new title was made today by Joseph P. Binns, president and chairman of the New York Convention and Visitors Bureau, sponsors of "New York Is a Summer Festival."

Miss Francis will receive her new title officially from Mayor Robert F. Wagner on June 19 when the Convention and Visitors' Bureau will hold special ceremonies at its Information Center at 90 East 42nd Street, when the Summer Festival season is launched.

In her capacity as Summer Festival Hostess, Miss Francis will officiate at many of the events scheduled for the Summer months in New York City.

Although born in Boston, Arlene Francis moved with her parents to New York City while still a child. She attended the Academy of Mount St. Vincent and later Finch College, both in New York City. An ardent devotee of the theatre (she will open in a Broadway comedy, opposite Joseph Cotten, in the Fall), Miss Francis claims that her feeling for the city is "a life-long love affair." She is, New Yorkers agree, the "true New Yorker - someone born somewhere else who treats New York as though she had thought it up personally."

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NBC-New York, 4/2/58

JACK BENNY TO RECEIVE SPECIAL CITATION
DURING 'EMMY AWARDS' TELECAST

Jack Benny will be honored with a special citation (for his contribution to the broadcasting industry through the years) during NBC's telecast of the 10th Annual EMMY AWARDS ceremonies, live from New York and Los Angeles, Tuesday, April 15 (10-11:30 p.m., EST).

Jane Wyatt, a member of the Board of Trustees of the National Academy of Television Arts and Sciences, will present the Trustees' Award to Benny. She will also present Emmy Awards for Best New Program Series of the Year, Best Coverage of an Unscheduled Newsworthy Event, and Best Engineering or Technical Achievement. These three categories were originally proposed on an "if-merited" basis, and the Board of Trustees of the Academy has voted to award an Emmy for each.

NBC-New York, 4/2/58

LIST OF PRESENTERS FOR 'EMMY AWARDS' TELECAST IS COMPLETED

The roster of stars who will appear as presenters on NBC's telecast of the 10th Annual EMMY AWARDS ceremonies Tuesday, April 15 (10-11:30 p.m., EST) was completed today with the addition of Paul Winchell -- and Jerry Mahoney -- to the list of 18 other top TV personalities.

Those previously selected to present the Emmy statuettes are Arlene Francis, Gisele MacKenzie, Ida Lupino, George Gobel, Milton Berle, Red Buttons, Lucille Ball, Desi Arnaz, Ed Wynn, Art Carney, Steve Allen, Gertrude Berg, Polly Bergen, Eddie Cantor, Jack Benny, Loretta Young, Eve Arden and Dave Garroway.

NBC NEWS SCORES WITH CUBAN REVOLT STORY

NBC News provided the wire services today with exclusive information concerning the Cuban revolt fighting.

During the night, NBC News correspondent Ed Scott got through a telephoned report that 16 rebels had been killed Tuesday and that more casualties were suffered in a rebel attack on an American-owned mining company at Mora Bay.

At this point, Scott's report was cut off by censors, but the exclusive news was put on NBC Radio's NEWS ON THE HOUR at 1 a.m., EST, and relayed to wire services. Wire stories credited NBC News and Scott for the information.

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NBC-New York, 4/2/58



FOR RELEASE 5 P.M., EST, FRIDAY, APRIL 4

CORRESPONDENT FRANK MCGEE AND CAMERAMAN MAURICE LEVY--
BOTH OF NBC NEWS--HONORED WITH HEADLINER AWARDS

Headliner Awards for outstanding news coverage have been awarded to two NBC News staffers -- News correspondent Frank McGee and cameraman Maurice (Moe) Levy.

In addition, Station KTVT, Salt Lake City -- an NBC-TV affiliate -- has been cited for outstanding coverage of a news event.

McGee, a Washington correspondent, was honored for "consistently outstanding radio network news reporting."

Levy, Southwest regional cameraman, stationed at Dallas, Tex., was honored for "outstanding network coverage of a news event," specifically for his film of the tornado which ripped into Dallas a year ago. At the moment, Levy is covering the Cuban revolution.

Station KTVT-TV was cited for its on-the-spot coverage of a Utah prison riot.

The silver medallion awards will be presented by the National Headliners Club at a luncheon in Atlantic City, N. J., on Saturday, April 12. Altogether, 22 organizations and individuals will be honored.

McGee, 37, joined NBC News three years ago from the WSFA-TV newsroom, Montgomery, Ala. His work in covering the

(more)

integration strife over Montgomery buses won him the NBC job. A native of Monroe, La., he had worked in radio and TV news at Oklahoma City prior to Montgomery.

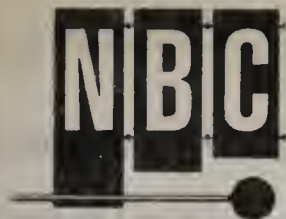
Among McGee's top NBC News assignments have been the Little Rock, Ark., school crisis and missile launchings from Cape Canaveral, Fla.

Levy, a veteran of nine years with NBC News, was named "Newsreel Cameraman of the Year" in 1955 by the National Press Photographers Association and the Encyclopedia Britannica.

He has also been honored by the Dallas Press Club for his top news coverage. He is a native of Dallas.

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NBC-New York, 4/3/58



TELEVISION NEWS

April 3, 1958

ATTENTION, SPORTS EDITORS

NBC TO TELECAST REGIONAL COLLEGE FOOTBALL GAMES IN EASTERN,
BIG TEN AND PACIFIC COAST AREAS NEXT FALL

The National Broadcasting Company will telecast regional college football games on four Saturdays next Fall in the Eastern, Big Ten and Pacific Coast areas.

Announcement of NBC-TV's tri-regional coverage was made today by NBC Sports Director Tom S. Gallery in conjunction with Asa Bushnell, commissioner of the Eastern College Athletic Conference; Kenneth L. (Tug) Wilson, commissioner of the Big Ten Conference, and W.J. Parry, radio and TV director of the Pacific Coast Conference.

Regional telecasts in the three areas will be presented on Oct. 18, Oct. 25, Nov. 8 and Nov. 15. The games in all three sections will be selected as the season progresses to assure the best possible attraction.

NBC also has exclusive television rights to the National nine-date grid schedule approved by the National Collegiate Athletic Association, as previously announced.

The Eastern regional games will be seen only in NCAA Districts 1 and 2, which include Maine, Vermont, New Hampshire,

(more)

1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 26

2 - Regional Football

Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, West Virginia and Delaware.

The Big Ten regional games will be viewed only in NCAA District 4, which comprises Ohio, Michigan, Indiana, Illinois, Wisconsin and Minnesota (the state of Iowa also will be included when the Iowa team is involved in the game).

The Pacific Coast regional telecasts will be limited to NCAA District 8, which includes California, Oregon, Washington, Idaho and Nevada.

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NBC-New York, 4/3/58

2 - Regional Football

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NBC-New York, 4/3/58

MUSIC FROM NBC-TV AND RADIO 'HANSEL AND GRETEL'
TO BE AVAILABLE IN ORIGINAL CAST ALBUM

Six of the stars of HANSEL AND GRETEL -- which will be presented over NBC-TV and NBC Radio Sunday, April 27 (6:30-7:30 p.m., EDT) -- will record the "original cast album" for April 20 release by M-G-M Records.

The music, all new, was composed especially for this "Hansel and Gretel" production by Alec Wilder and William Engvick. The six stars who will sing for the album are Red Buttons as Hansel, Barbara Cook as Gretel, Rise Stevens as the Mother, Rudy Vallee as the Father, Stubby Kaye as the Town Crier and Paula Laurence as Meenie, one of the four Apprentice Witches.

This will include the complete score of the musical with special narration written by Yasha Frank who wrote -- and is staging -- the NBC production.

NBC-New York, 4/3/58

POINTERS FOR WEST POINTERS IN 'ALCOA THEATRE' FILM

The public information department of the U. S. Military Academy at West Point has requested (and been provided with) a film print of "The Days of November," the drama presented on THE ALCOA THEATRE last Feb. 24. The film will be used for classes in military psychology and leadership.

The script was written by Frederic Brady from a story by Mark Rodgers and starred Jack Lemmon as a young Marine Corps officer assigned to lead a platoon of combat-hardened troops on the Korean front.

(THE ALCOA THEATRE is presented on NBC-TV alternate Mondays, 9:30 p.m., EST.)

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NBC-New York, 4/3/58



FEATURE

April 3, 1958

NBC-TV'S E. ROGER MUIR TELLS BOSTON SEMINAR ON CHILDREN'S PROGRAMMING
OF NEED FOR IDEA EXCHANGE BETWEEN EDUCATIONAL AND COMMERCIAL TV

E. Roger Muir, executive producer of children's programs returned to New York yesterday from Boston where he attended the 1st Seminar on Children's Programming. The three-day affair concluding April 1 was sponsored jointly by the National Association of Educational Broadcasters, and the Foundation for Character Education.

Commenting on the seminar, Muir said: "There is a definite need for research in the field of children's programming. Not the quantitative research supplied by the rating services, but research on the likes and dislikes of children, and the specific effect of individual programs and program approach as well as the overall effect."

Representatives of networks, educational stations, and prominent psychologists and educators attended the seminar.

"There seemed to be general agreement," Muir commented "among the educators, the commercial TV people and the educational TV people that our problems are parallel. Our basic objective...that of producing an interesting program is the same. Our aims and tools are the same. Our means of support is the only variant."

(more)



CONFIDENTIAL

1. The following information was obtained from a confidential source who has provided reliable information in the past.

2. The source has provided information regarding the activities of a group known as the 'X' group, which is active in the area of [redacted] and is engaged in the collection of funds for the purpose of [redacted].

3. The source has also provided information regarding the activities of a group known as the 'Y' group, which is active in the area of [redacted] and is engaged in the collection of funds for the purpose of [redacted].

4. The source has also provided information regarding the activities of a group known as the 'Z' group, which is active in the area of [redacted] and is engaged in the collection of funds for the purpose of [redacted].

5. The source has also provided information regarding the activities of a group known as the 'W' group, which is active in the area of [redacted] and is engaged in the collection of funds for the purpose of [redacted].

6. The source has also provided information regarding the activities of a group known as the 'V' group, which is active in the area of [redacted] and is engaged in the collection of funds for the purpose of [redacted].

7. The source has also provided information regarding the activities of a group known as the 'U' group, which is active in the area of [redacted] and is engaged in the collection of funds for the purpose of [redacted].

8. The source has also provided information regarding the activities of a group known as the 'T' group, which is active in the area of [redacted] and is engaged in the collection of funds for the purpose of [redacted].

9. The source has also provided information regarding the activities of a group known as the 'S' group, which is active in the area of [redacted] and is engaged in the collection of funds for the purpose of [redacted].

2 - E. Roger Muir

"It is absolutely necessary, that there be a continued free exchange of ideas between the educational and the commercial in TV."

Muir's proposal that an international exchange of ideas, concepts and research findings be undertaken as soon as possible was applauded by the group. He said: "By this cooperation and exchange, we will find the answers to improved programming sooner, and will elevate the standards of our programs."

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NBC-New York, 4/3/58

ATTENTION, SPORTS EDITORS

NBC-TV TO COVER GOLF TOURNAMENT OF CHAMPIONS APRIL 26-27
AND NATIONAL OPEN CHAMPIONSHIP JUNE 14

Parts of two major golf tournaments, the National Open Golf Championship and the Tournament of Champions, will be televised again by the NBC Television Network, it was announced today by NBC Sports Director Tom S. Gallery.

Play in the sixth annual Tournament of Champions at the Desert Inn Country Club in Las Vegas, Nev., will be carried on two days, Saturday and Sunday, April 26 and 27. The April 26 telecast will follow NBC-TV's "Major League Baseball" game, starting at approximately 5 p.m., EST and continuing until 6 p.m., EST. The windup of the tournament, which features winners of 30 tourneys during the past year, will be televised on April 27 from 3 to 4 p.m., EDT.

The final holes of golfdom's number one event -- the National Open Golf Championship -- will be covered by NBC-TV on Saturday, June 14 from the Southern Hills Country Club in Tulsa, Okla., 6 to 7:30 p.m., EDT. This will be the fifth consecutive year that NBC-TV has carried the conclusion of the golf classic, in which 160 of the world's top professional and amateur golfers compete.

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NBC-New York, 4/4/58

TV'S FIRST DECADE TO BE VIVIDLY OUTLINE WITH
SELECTED FILM CLIPS ON "EMMY AWARD" TELECAST

The huge job of researching 10 years of television history and then condensing the research into 90 minutes of air time is currently being undertaken by the production staff for NBC-TV's telecast of the 10th annual EMMY AWARDS ceremonies, live from New York and Los Angeles, Tuesday, April 15 (10-11:30 p.m., EST).

The three TV networks have opened their film libraries to the Emmy group, which is selecting television's top moments of the years 1948-1956 for a special cavalcade format. Nine 90-second film clips comprising the most important events and most outstanding personalities of each of the years will be narrated by a group of America's outstanding newscasters.

"The more we look through this material," says producer Bill Kayden, "the more we realize what an incredible medium television really is. Just think of the miles and miles of script and thousands and thousands of actors that belong in the log of TV's first 10 years."

"We are seeing now," he says, "and the viewers of the telecast will see April 15 just how much really has happened in the past 10 years through the medium of television."

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NBC-New York, 4/4/58



NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE

April 13-19 (All Times EST)

Sunday, April 13

7-7:30 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- STEVE ALLEN SHOW -- With Jayne and Audrey Meadows,
Dody Goodman and Carmen McRae.

9-10 p.m. -- THE DINAH SHORE CHEVY SHOW -- With Eve Arden, Eddie
Bracken and the Mary Kaye Trio.

Monday, April 14

3-4 p.m. -- NBC MATINEE THEATER -- "From the Desk of Margaret
Tyding."

7:30-8 p.m. -- THE PRICE IS RIGHT -- With Bill Cullen.

Tuesday, April 15

PLEASE NOTE: NBC MATINEE THEATER (3-4 p.m.) will be telecast
in black-and-white only on this date -- and not
in color as previously announced. (The play is
"The Canterville Ghost.")

8-9 p.m. -- FISHER-GOBEL -- Bob Hope is guest.

9-10 p.m. -- THE JERRY LEWIS SHOW.

(more)

2 - NBC Color Telecast Schedule

Wednesday, April 16

3-4 p.m. -- NBC MATINEE THEATER -- "The Ivy Curtain."

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Three Plays by Tennessee Williams" -- Mr. Williams will introduce the trio of his one-act plays: "Moony's Kid Don't Cry," with Ben Gazzara and Lee Grant; "The Last of My Solid Gold Watches," starring Thomas Chalmers, Gene Saks, Alonzo Bozan; and "This Property Is Condemned," with Zina Bethune and Martin Huston.

Thursday, April 17

3-4 p.m. -- NBC MATINEE THEATER -- "Found Money."

7:30-8 p.m. -- TIC TAC DOUGH -- With Jay Jackson.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY --
Spring Byington is guest.

Friday, April 18

3-4 p.m. -- NBC MATINEE THEATER -- Washington Whispers Murder."

Saturday, April 19

8-9 p.m. -- THE PERRY COMO SHOW -- With George Sanders, Marge and Gower Champion, and Shirley Booth.

10:30-11 p.m. -- YOUR HIT PARADE -- With Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

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NBC-New York, 4/4/58



NBC COLOR TELEVISION NEWS

FOR RELEASE MONDAY, APRIL 7

COMEDIANS SIGNED FOR 'CHEVY SHOW'

Comedians Stan Freberg and the team of Rowan and Martin have been signed to rotate for five programs each on the CHEVY SHOW, which will continue during the Summer, starting Sunday, June 22 (NBC-TV colorcast, 9-10 p.m., EST).

Edie Adams, Janet Blair, Dorothy Kirsten and John Raitt will star on the "Chevy Show" while Dinah Shore, regular star of the series, vacations. The program will be produced by Henry Jaffe Enterprises in association with NBC and will continue under sponsorship of Chevrolet.

Harry Zimmerman, who is music director for Dinah Shore, will conduct the orchestra for the "Chevy Show." The programs will be produced and directed by Bob Henry, with Dean Whitmore as associate producer-director. The series will originate in NBC-TV's Color City Studios, Burbank, Calif.

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NBC-New York, 4/4/58

CASTING CHANGE

JACK WHITING ILL; PAUL HARTMAN WILL HAVE ROLE
OF DANCING SANDMAN IN 'HANSEL AND GRETEL'

Paul Hartman will step into the breach caused by the illness of his old friend, Jack Whiting, and will play the role of the dancing Sandman in HANSEL AND GRETEL Sunday, April 27 (NBC-TV and NBC Radio, 6:30-7:30 p.m., EDT).

Hartman, who has filled many important roles on NBC-TV since he had his own comedy series on the network in 1949, was seen most recently in "Run, Joe, Run" on "Kraft Television Theatre" last Jan. 29. Famous as a dancer, actor and comedian, Hartman has starred in many Broadway productions.

NBC-New York, 4/4/58



NBC COLOR TELEVISION NEWS

April 7, 1958

STEVE LAWRENCE AND EYDIE GORME TO TAKE SUMMER COLORCAST
TIME-SPOT OF 'STEVE ALLEN SHOW' SUNDAY NIGHTS

Singers Steve Lawrence and Eydie Gorme, former Steve Allen proteges, will take over the Summer time-spot of "The Steve Allen Show" (NBC-TV, Sundays, 8-9 p.m., EST, live and in color) effective Sunday, July 13. The title for the series will be announced soon.

The newlywed vocal stars, although successful in other media, both got their first big individual breaks in television on "The Steve Allen Show" when it was presented only over WRCA-TV, New York, in 1954. When the show went on the NBC Television Network as "Tonight," later that year, both stayed with it.

The vocal stars both are recording artists and have been so busy with separate supperclub engagements in various parts of the country that they haven't had time for a wedding trip yet. They make their home base in New York where the Summer colorcast series will originate.

Miss Gorme's hit recordings include "Too Close for Comfort," "Mama, Teach Me to Dance," "I've Got a Right to Cry," and the albums

(more)

2 - The Lawrences

entitled "Eydie," "Eydie Swings the Blues" and "Eydie Vamps the Roaring Twenties." She recently appeared at the Cocoanut Grove in Los Angeles and opens April 19 at the Chase Hotel in St. Louis.

Lawrence first gained national recognition from record fans with his recording of "Poinciana," followed by "The Banana Boat Song," "Party Doll" and "Pum-Pa-Lum." His latest album is "Here's Steve Lawrence." His most recent hotel engagement was at the Shamrock in Houston and he will open at the Statler in Detroit April 22.

Mr. and Mrs. Allen (actress Jayne Meadows), accompanied by their family, will spend their vacation period touring Europe.

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NBC-New York, 4/7/58



TRADE NEWS

April 7, 1958

NBC-TV TO LAUNCH EXTENSIVE VIDEOTAPE OPERATION WITH
START OF DAYLIGHT SAVING TIME APRIL 27; ASSURES
PROGRAM SCHEDULE REGULARITY IN MOST OF U.S.

NBC-TV will inaugurate an extensive videotape operation -- to provide month-in, month-out program schedule regularity in most communities across the country -- beginning with the start of Daylight Saving Time, Sunday, April 27.

Video (ormagnetic) tape is a practical and improved method for virtually instantaneous playback of recorded TV programs, both in color and black and white.

It will eliminate the uncertainty and confusion of shifts in local station program schedules caused by the start and end of Daylight Saving Time. At such times in the past, wholesale readjustments in programming, and viewing habits, were required in Standard Time areas.

The perennial Daylight Saving Time problem will be met by transmitting videotape broadcasts of the entire NBC-TV schedule on a one-hour delay basis to Standard Time stations across the country.

A live program originating in New York (EDST) will be immediately recorded on videotape at NBC's Burbank, Calif., studio, then played back one hour later to stations operating on Standard Time. These stations then will be able to present the program at the

(more)

1. *Phragmites australis* (Cav.) Trin. ex Steud.

2 - Daylight Saving Time

same hour they did before Daylight Saving Time. For example, a station in Florida, which is a Standard Time area, now will be able to carry an 8 p.m. (EDST) New York show at 8 p.m. (Florida time) instead of one hour earlier.

The three-hour time difference problem of the West Coast will be solved by a similar operation. A videotape playback of the 8 p.m. (EDST) New York-originated program will be fed three hours later to the West Coast, enabling Pacific Coast Daylight Time stations to carry the program at 8 p.m. local time.

Videotape will offer a far superior picture to that presently provided by kinescope recordings and lenticular film processes. In addition to solving network scheduling problems, and improving the quality of reception, videotape will enable producers to integrate tape recorded segments into live programs.

The transmission of videotape telecasts for the Daylight Saving Time operation will be accomplished through a new \$1,500,000 Tape Central at NBC's Color City in Burbank, Calif., consisting initially of 12 tape recorders and associated equipment. A similar Eastern Tape Central at Radio City in New York is due to go into operation this year.

The first "on-the-air" public showing of video magnetic tape, either in black and white or in color, was made Oct. 23, 1956, over the NBC Television Network. A specially recorded 2½-minute segment of the "Jonathan Winters Show" was colorcast coast-to-coast

(more)

3 - Daylight Saving Time

as a progress demonstration of the Radio Corporation of America's new color video magnetic tape.

In January, 1957, NBC-TV's "Truth or Consequences" began using the videotape process on a regular basis as a convenient method for pre-recording the program for delayed playback. NBC-TV's "It Could Be You" began using the process in September, 1957.

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NBC-New York, 4/7/58



NORMAN HALL, 1957 WINNER OF NBC PRESIDENT'S AWARD GRANT, HAS
DIRECTORIAL ASSIGNMENT ON "NBC MATINEE THEATER" COLORCAST

Norman Hall, 1957 winner of the NBC President's Award Grant given by Robert W. Sarnoff, President of the National Broadcasting Company, will direct "The Man of the House" on NBC MATINEE THEATER Wednesday, April 9 (NBC-TV colorcast, 3-4 p.m., EST).

The award which was made last August gave Mr. Hall a grant of \$6,000, and the opportunity to study in any phase of NBC's operations. Hall chose to be assigned to the program department.

This will mark his first directorial assignment on NBC-TV. He did however direct the off-Broadway production of "The Trial of Dmitri Karamazov" as part of the NBC award arrangements.

Hall, a New Yorker, gained most of his theatrical experience as a director of off-Broadway and stock productions. He spent 1953 studying theater in Europe on a Fulbright fellowship. He had also attended the American University in Biarritz at the end of the last war and studied there under Albert McCleery, executive producer of "NBC Matinee Theater." He was formerly employed by NBC as a floor manager in NBC-TV production operations.

The President's Award was established in 1955 and is given to young men and women with interest and ability in the field of broadcasting. The award carries with it a monetary value of \$4,000 to \$6,000.

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NBC-New York, 4/7/58



TELEVISION NEWS

"BLONDIE" PROGRAMS RETURN TO NBC-TV'S "COMEDY TIME"

"Blondie" -- TV series of the merry but confused domestic adventures of Blondie and Dagwood Bumstead -- returns to NBC-TV's COMEDY TIME April 16 (Mondays through Fridays, 5 p.m., EST).

Arthur Lake as the unpredictable Dagwood Bumstead, and Pamela Britton as Blondie, are the co-stars. Other players are Hal Perry as the scheming Bumstead neighbor, Herb Woodley; Florenz Ames as Dagwood's omnipresent boss, J.C. Dithers; Hollis Irving as Mrs. Woodley, and Lucien Littlefield as Mr. Beasley, the mailman.

The series, filmed at the Hal Roach Studios in Culver City, Calif., is produced by William Harmon and directed by Hal Yates.

In the opening episode, April 16, Dagwood's mild manner in the office is drastically changed when he receives news of an inheritance. The news, a hoax by Blondie to give Dagwood confidence, transforms him into a cigar-smoking tycoon.

NBC-New York, 4/7/58

THE UNIVERSITY OF CHICAGO LIBRARY
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This is a copy of the original
manuscript of the book
entitled "The History of the
University of Chicago" by
James H. Thompson, 1911.
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and valuable work, and is
one of the best histories of
the University of Chicago
ever published. It is a
very complete and accurate
history, and is a very
valuable work. It is a
very interesting and
valuable work, and is
one of the best histories
of the University of
Chicago ever published.



April 7, 1958

CHET HUNTLEY AND WELLES HANGEN OF NBC NEWS
WIN HONORS IN OVERSEAS PRESS CLUB AWARDS

NBC Newsmen Chet Huntley and Welles Hangen have won honors in the annual Overseas Press Club awards.

Huntley, a New York commentator, was named top winner in the category of "Best Radio or Television Interpretation of Foreign Affairs."

Hangen, Cairo correspondent, received a citation in the category of "Best Radio or Television Reporting from Abroad."

The awards will be presented at a dinner April 29 at the Waldorf-Astoria Hotel in New York.

Huntley is seen Monday through Friday on NBC NEWS ("Huntley-Brinkley Report") over NBC-TV. He also appears on Sunday as the editor of NBC News' OUTLOOK show (6:30-7 p.m., EST).

Hangen's reports are heard frequently on NBC Radio's "News on the Hour" and other NBC News shows. At 28, he is NBC News' youngest overseas correspondent.

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FEATURE

April 7, 1958

EARL GODWIN MEMORIAL SCHOLARSHIP ENTRIES CLOSE APRIL 19;
COMPETITION SPONSORED BY NBC RADIO NETWORK AND RCA WILL
GIVE STATION NEWS STAFFER A GRADUATE JOURNALISM COURSE

Applications for the first annual Earl Godwin Memorial Scholarship open to news men or women at NBC affiliated radio stations must be received by Saturday, April 19, William R. McAndrew, Vice President in charge of NBC News, said today.

The Godwin Scholarship was established jointly by the NBC Radio Network and the Radio Corporation of America in memory of Mr. Godwin, who broadcast news from Washington for NBC for more than two decades during his long career. Mr. Godwin died in September, 1956, at the age of 75.

The first scholarship covers study at the Columbia University Graduate School of Journalism during the academic year from mid-September, 1958, to early June, 1959. It includes tuition and scholastic expenses amounting to about \$1,600, plus a living allowance of \$2,100.

The recipient will be selected by the Columbia Journalism School faculty and representatives of NBC and RCA on the basis of scholastic achievement, journalistic aptitude and depth of understanding of the needs and resources for improved human communication through all media. Applicants must have a college degree or its

(more).



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2 - Scholarship

equivalent, and be able to satisfy all standard requirements for admission to the Columbia Journalism School.

Nominations may be made by news directors of the affiliated stations or by the candidates themselves. Each nomination must be accompanied by a complete biography, including a detailed resume of educational and professional experience, data on particular skills, foreign languages spoken and special interests. As samples of professional experience, an applicant should enumerate several major news stories on which he has worked, or news events in which he has contributed unusual coverage, either to a local station or to the network.

The material should be sent to Samuel M. Sharkey Jr., Editor of News, National Broadcasting Company, Room 520, 30 Rockefeller Plaza, New York 20, N.Y.

There are no formal application blanks for the initial phase. Those who pass a preliminary screening will receive standard applications for admission and the scholarship as required by the Columbia Journalism School. A transcript of college grades is a standard part of Columbia's admitting procedure.

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NBC New York, 4/7/58

PROGRAM CHANGE

LUCILLE BALL, DESI ARNAZ UNABLE TO APPEAR ON 'EMMY' TELECAST

Because of a sponsor conflict, Lucille Ball and Desi Arnaz have withdrawn as "presenters" from NBC-TV's telecast of the Tenth Annual EMMY AWARDS ceremonies, live from New York and Los Angeles, Tuesday, April 15 (10-11:30 p.m., EST). Their replacements will be announced shortly.

NBC-New York, 4/7/58

CREDITS FOR 'CLUB OASIS' STARRING DEAN MARTIN
SATURDAY, APRIL 12 (NBC-TV, 9 P.M., EST)

STAR: Dean Martin
GUEST STAR: Eddie Fisher
PRODUCER: Bud Cole
DIRECTOR: Jack Donohue
ASSOCIATE DIRECTOR: Bob Gilmore
MUSIC DIRECTOR: Gus Levene
WRITER: Herb Baker
ART DIRECTOR: Raphael Bretton
COSTUMES BY: Campbel
TECHNICAL DIRECTOR: Joe Conn
LIGHTING: Lon Stuckey
SENIOR VIDEO: Armond Poyrts
UNIT MANAGER: Karl Hoffenberg
SPONSOR: Oasis Cigarettes
AGENCY: McCann-Erickson
ORIGINATION: NBC Studios, Burbank, Calif.
NBC PRESS CONTACTS: Doug Duitsman, Hollywood; Leonard Meyers,
New York.

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NBC-New York, 4/7/58



TELEVISION NEWS

April 8, 1958

JULIE HARRIS TO BE MODERATOR OF 'THE LONG TIME BETWEEN,'
NBC-TV PROGRAM RECOUNTING CASE HISTORY OF CANCER PATIENT

Julie Harris will star as narrator of "The Long Time Between," an actual case history to be recounted by a cancer patient and her real family and friends, on NBC-TV Saturday, April 19 (1-1:30 p.m., EST). The program will be presented live in cooperation with the American Cancer Society.

The victim, Barbara Z. Weise, will be brought from Chicago to NBC's Studios in New York with her family and friends to give answers to these questions: How does it begin for a person? What is it like for the family? For friends? For the children? The doctor? For all those associated with someone who was a cancer victim.

(more)

CREDITS FOR 'EMMY AWARDS' TELECAST

Detailed credits for the EMMY AWARDS telecast (NBC-TV, Tuesday, April 15, 10-11:30 p.m., EST) are included in this mailing. For your convenience and ready identification, the information is listed on yellow-tinted paper.

Page 10

On 10/10/54, the subject was interviewed by Special Agent [redacted] at the [redacted] in [redacted]. The subject stated that he had been in the [redacted] since [redacted] and that he had been in the [redacted] since [redacted].

The subject stated that he had been in the [redacted] since [redacted] and that he had been in the [redacted] since [redacted].

The subject stated that he had been in the [redacted] since [redacted] and that he had been in the [redacted] since [redacted]. The subject stated that he had been in the [redacted] since [redacted] and that he had been in the [redacted] since [redacted].

The subject stated that he had been in the [redacted] since [redacted] and that he had been in the [redacted] since [redacted].

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The subject stated that he had been in the [redacted] since [redacted] and that he had been in the [redacted] since [redacted].

2 - 'The Long Time Between'

The program takes its title from the start of the long time which begins when a human being first learns he has cancer. Mrs. Weise's case has a triumphant ending. "The 12 years I've lived since having cancer have been unbelievably rich and rewarding," she says.

Marilyn Kaemmerle will be the producer, Frank Pacelli the director. Script is by Edward Gilmore.

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NBC-New York, 4/8/58

CREDITS FOR THE 'EMMY AWARDS' TELECAST

TITLE: EMMY AWARDS

TIME: NBC-TV, Tuesday, April 15
(10-11:30 p.m., EST).

ORIGINATIONS: NEW YORK: Seventh Regiment Armory.
LOS ANGELES: Cocoanut Grove.

FORMAT: Presentation of the tenth annual
awards of the National Academy of
Television Arts and Sciences. In
addition to the 1957 awards, film
clips of highlights of the
1948-1956 years will be shown.
Two musical numbers, a parody of
"Love and Marriage" and a parody
of "Dearie," will open each half
of the show.

MASTERS OF CEREMONIES: NEW YORK: Phil Silvers.
LOS ANGELES: Danny Thomas.

PRESENTERS: NEW YORK: Steve Allen, Gertrude
Berg, Milton Berle, Red Buttons,
Art Carney, Jill Corey, Arlene
Francis, Dave Garroway, Garry
Moore, Paul Winchell.
LOS ANGELES: Eve Arden, Jack Benny,
Eddie Cantor, Ralph Edwards,
George Gobel, Ida Lupino, Gisele
MacKenzie, Ed Wynn, Loretta Young.
(more)

ENTERTAINERS: Morey Amsterdam, James Garner,
Jerry Lester, Cliff Norton,
Louis Nye, Arnold Stang.

COMMENTATORS: Mel Allen, Frank Blair, Walter
Cronkite, Alex Dreier, Douglas
Edwards, Don Goddard, Chet
Huntley, John Secondari, Robert
Trout.

PRODUCER: William Kayden

DIRECTORS: NEW YORK: Craig Allen.
LOS ANGELES: William Bennington.

CONTRIBUTING WRITERS: Nat Hiken, Billy Friedberg; Jackie
Elleson, Charles Stewart; Ernest
Kinoy, Carl Jampel.

SPECIAL LYRICS AND MUSIC: Sammy Cahn, Jimmy Van Heusen;
Jerry Seelen, Buddy Arnold.

ASSOCIATE PRODUCER: Dean Whitmore

MUSICAL DIRECTOR: Harry Sosnik

ASSOCIATE DIRECTORS: NEW YORK: Marcia Kuyper.
LOS ANGELES: Roy Montgomery.

UNIT MANAGERS: NEW YORK: Rick Kelly.
LOS ANGELES: Robert Anderson.

TECHNICAL DIRECTORS: NEW YORK: Stoddard Dentz.
LOS ANGELES: Don LaDuke.

(more)

TESTIMONY:

Robert Anderson, James Garner,

Henry Fonda, John Ford,

John Huston, Richard Widmark,

TESTIMONY:

Bob Allen, Frank Blythe, Walter

Crane, John Huston, John

Wayne, Roy Rogers, Gene

Waters, John Ford, John

Wayne.

TESTIMONY:

William Wyler

TESTIMONY:

NEW YORK: Frank Allen

LOS ANGELES: William Wyler

NEW YORK: Frank Allen

LOS ANGELES: William Wyler

NEW YORK: Frank Allen

TESTIMONY: AND HUSBAND

NEW YORK: Frank Allen

NEW YORK: Frank Allen

NEW YORK: Frank Allen

TESTIMONY: PRODUCER:

NEW YORK: Frank Allen

TESTIMONY: PRODUCER:

NEW YORK: Frank Allen

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NEW YORK: Frank Allen

NEW YORK: Frank Allen

TESTIMONY: PRODUCER:

LOS ANGELES: Frank Allen

NEW YORK: Frank Allen

TESTIMONY: PRODUCER:

LOS ANGELES: Frank Allen

(more)

3 - 'Emmy Awards' -- Credits

ART DIRECTORS:

NEW YORK: Trew Hocker.

LOS ANGELES: Jerry Decker.

TECHNICAL SUPERVISION:

NEW YORK: Warren Phillips.

LOS ANGELES: Ralph Clements.

LIGHTING:

NEW YORK: Robert May.

LOS ANGELES: Lon Stucky.

AUDIO:

NEW YORK: Phil Falcone.

LOS ANGELES: Lionel St. Peter.

FILM COORDINATION:

Arnold Morrison

FOR THE ACADEMY:

NEW YORK: Perry Lafferty.

LOS ANGELES: Robert Longenecker.

SPONSORS AND AGENCIES:

Pontiac Division, General Motors
Corporation (through MacManus,
John and Adams, Inc.); the
Procter & Gamble Company (through
Grey Advertising Agency, Inc.)

NBC PUBLICITY CONTACTS:

NEW YORK: Bud Rukeyser.

LOS ANGELES: Bob Bowen.

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NBC-New York, 4/8/58

CREDITS AND PARTICIPANTS FOR 'HEADLINE CITY' ON 'WIDE WIDE WORLD'

TIME: NBC-TV, Sunday, April 13,
4-5:30 p.m., EST.

SPONSOR: (for entire series) General Motors

AGENCY: MacManus, John & Adams, Inc.

EXECUTIVE PRODUCER: Barry Wood

PRODUCER: Ted Rogers

HOST: Dave Garroway

DIRECTOR: Van Fox

WRITER: Harold Azone

ASSOCIATE WRITER: Gene Wyckoff

MUSIC COMPOSER AND CONDUCTOR: James Fagas

EXECUTIVE STAFF: Arch Robb, Ed Faught, Ed Wilbur.

TECHNICAL SUPERVISOR: Bob Daniels

UNIT MANAGER: Bill Lynch

PROGRAM DESCRIPTION: The story of Washington as the
news capital of the world.

PARTICIPANTS

Marvin Arrowsmith, AP correspondent

Worth Bacon, managing editor, Winston-Salem (N.C.) Journal

Raymond (Pete) Brandt, Washington bureau chief, St. Louis
Post-Dispatch.

(more)

David Brinkley, NBC commentator.

Ned Brooks, moderator, "Meet the Press."

F. O. Carver, director of news, WSJS-TV, Winston-Salem, N.C.

Marquis Childs, columnist, St. Louis Post-Dispatch.

Frank Clingman, news editor, Winston-Salem (N.C.) Journal

May Craig, columnist, Portland (Me.) Press-Herald.

James Deakin, correspondent, St. Louis Post-Dispatch.

Homer Dodge, columnist, various papers.

Roscoe Drummond, columnist, New York Herald Tribune.

Richard Dudman, correspondent, St. Louis Post-Dispatch

Ed Folliard, correspondent, Washington Post and Times Herald.

Julius Frandsen, news editor, UP.

Al Friendly, managing editor, Washington Post and Times Herald.

Evelyn Peyton Gordon, society columnist, Washington Daily News.

Herb Gordon, INS correspondent.

James C. Hagerty, Presidential press secretary.

George Hall, correspondent, St. Louis Post-Dispatch.

Richard Harkness, NBC correspondent.

Bob Hartman, Washington bureau chief, Los Angeles Times.

Frank Holeman, correspondent, New York Daily News.

Jack Horner, correspondent, Washington Evening Star, and
president of the National Press Club.

Ted Koop, CBS Washington news director.

Arthur Krock, Washington columnist, New York Times.

Ambassador William S. B. Lacy, special assistant to the
Secretary of State for East-West Exchange Matters.

(more)

Fulton Lewis Jr., MBS commentator.

Ernest K. Lindley, Newsweek columnist.

James Martin, State Department officer in charge of Japanese affairs.

Sarah McClendon, columnist, various papers.

Benjamin M. McKelway, president of AP and editor, Washington Evening Star.

Mikhail A. Menshikov, Soviet Ambassador to the United States.

John O'Donnell, columnist and Washington bureau chief, New York Daily News.

Malcolm Oliver, INS correspondent.

Frederick Othman, columnist, United Features Syndicate.

Howard Parsons, State Department director of Northeast Asian Affairs.

Gen. Tom Phillips, U.S.A. (ret.), correspondent, St. Louis Post-Dispatch.

James Reston, columnist, New York Times.

Larry Ritchie, Presidential press secretary, Hoover administration.

Chalmers Roberts, correspondent, Washington Post and Times Herald.

Dave Rush, WSJS-TV newscaster.

James Rush, editorial page editor, Winston-Salem Journal.

Ray Scherer, NBC correspondent.

Eric Sevareid, CBS commentator.

Toshiro Shimanouchi, press attache, Japanese Embassy.

(more)

Takeso Shimoda, Japanese Minister to the U.S.

Merriman Smith, UP correspondent.

Alvin Spivak, INS correspondent.

Lawrence Spivak, producer and panelist, "Meet the Press"

Senator Stuart Symington (D-Mo.).

Bascom Timmons, columnist, various papers.

James R. Wiggins, executive editor, Washington Post and
Times Herald.

Richard Wilson, Cowles Publications.

Lyle Wilson, vice president and bureau chief, UP.

Jerry Zellin, director, WSJS-TV (Winston-Salem, N.C.) news
programs.

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NBC-New York, 4/8/58



TELEVISION NEWS

April 9, 1958

RUNDOWN OF PROCEEDINGS FOR 'EMMY AWARDS'
TELECAST ON NBC TUESDAY, APRIL 15

The most star-studded, entertainment-packed EMMY AWARDS telecast in history will take place Tuesday, April 15, when NBC-TV features the Tenth Annual awards ceremonies live from New York and Los Angeles (10-11:30 p.m., EST).

Two musical numbers have been written especially for the show, and will open each half of the program. The first, a parody of "Love and Marriage," was written by recent "Oscar" winners Sammy Cahn and Jimmy Van Heusen. Its subject is the 1957 television year and will -- appropriately -- be sung by four people whose careers were very much a part of that year: Jill Corey, Louis Nye, Gisele MacKenzie, and James Garner. Each will then present an "Emmy." With the first two in New York and the other pair in Los Angeles, the segment will be a split-screen highlight.

Second specialty number is a parody of "Dearie," with a "those-were-the-good-old-days" theme, to be sung by Cliff Norton and Arnold Stang in New York and Morey Amsterdam and Jerry Lester in Los Angeles.

A cavalcade of television history, suggested by the tenth anniversary of the "Emmys," will be presented via film clips comprising TV highlights of the 1948-1956 time span. These 90-second clips

(more)

2 - Emmy Awards

will be narrated by an array of top newscasters: Mel Allen, Frank Blair, Walter Cronkite, Alex Dreier, Douglas Edwards, Don Goddard, Chet Huntley, John Secondari and Robert Trout.

The film clips will be interspersed among the award presentations, which will be made by some of TV's biggest stars. The personalities who will award statuettes are Steve Allen, Gertrude Berg, Milton Berle, Red Buttons, Art Carney, Arlene Francis, Dave Garroway, Garry Moore and Paul Winchell in New York; and Eve Arden, Jack Benny, Eddie Cantor, Ralph Edwards, George Gobel, Ida Lupino, Ed Wynn and Loretta Young in Los Angeles.

Phil Silvers and Danny Thomas will emcee.

A special award to Jack Benny, honoring him for his contribution to the broadcasting industry through the years, will be made by Jane Wyatt, member of the Board of Trustees of the National Academy of Television Arts and Sciences.

The cycle of television's 10-year growth will be completed with the climax of the telecast when Milton Berle -- a television star even in 1948 -- will present the Emmy award for the top TV show of 1957.

(EDITORS NOTE: For your guidance, the following rundown lists the awards in order of their presentation on the telecast, with presenter's name listed first. Twenty-one "Emmys" will be given during the telecast, while seven others -- four technical and three "if-merited" awards -- will be presented 30 minutes before air time by Academy representatives Mark Goodson and Harry Ackerman. Winners of these seven awards -- Best Art Direction, Best Cinematography for

(more)

3 - Emmy Awards

Television, Best Live Camera Work, Best Editing of TV film, Best New Program Series of the Year, Best Coverage of an Unscheduled Newsworthy Event, and Best Engineering or Technical Achievement -- will appear on camera during the show.)

THE NOMINEES

1. (Louis Nye, presenter) Best News Commentary -- John Daly, Douglas Edwards, Chet Huntley and David Brinkley, Edward R. Murrow, Eric Sevareid.

2. (Gisele MacKenzie, presenter) Best Musical Contribution for Television -- Mitchell Ayres ("The Perry Como Show"), Robert Russell Bennett ("The Innocent Years"), Leonard Bernstein ("Omnibus"), Nelson Riddle ("The Frank Sinatra Show"), Richard Rodgers ("Cinderella").

3. (Jill Corey, presenter) Best Comedy Writing -- Nat Hiken, Billy Friedberg, Phil Sharp, Terry Ryan, Coleman Jacoby and Arnold Rosen ("The Phil Silvers Show"), Ernie Kovacs ("The Ernie Kovacs Show"), Sam Perrin, George Balzer, Al Gordon, Hal Goldman ("The Jack Benny Show"), Mel Tolkin, Larry Gelbart, Mel Brooks, Neil Simon, Sheldon Keller, Mike Stewart, Gary Belkin ("Caesar's Hour"), Roswell Rogers ("Father Knows Best").

4. (James Garner, presenter) Best Public Service Program or Series -- "Bell System Science Series," "Omnibus," "Person to Person," "See It Now," "Wide Wide World."

5. (Steve Allen, presenter) Best Supporting Actress, Dramatic or Comedy Series -- Pat Carroll ("Caesar's Hour"), Ann B. Davis ("The Bob Cummings Show"), Verna Felton ("December Bride"), Marion Lorne ("Sally"), Vivian Vance ("I Love Lucy").

(more)

6. (Ida Lupino, presenter) Best Supporting Actor, Dramatic or Comedy Series -- Paul Ford ("The Phil Silvers Show"), Bill Frawley ("I Love Lucy"), Louis Nye ("The Steve Allen Show"), Carl Reiner ("Caesar's Hour"), Dennis Weaver ("Gunsmoke").

7. (Dave Garroway, presenter) Best Teleplay Writing, Half Hour or Less -- Joe Connelly and Bob Mosher ("Leave It to Beaver"), John Meston ("Gunsmoke"), Paul Monash ("Schlitz Playhouse of Stars"), Roswell Rogers and Paul West ("Father Knows Best"), Morton Wishengrad ("Frontiers of Faith").

8. (Jack Benny, presenter) Best Teleplay Writing, One Hour or More -- Marc Connelly ("Hallmark Hall of Fame -- The Green Pastures"), William Gibson ("Playhouse 90"), Arthur Hailey ("Studio One"), James Lee ("Omnibus"), Rod Serling ("Playhouse 90").

9. (Arlene Francis, presenter) Best Single Performance by an Actor -- Lee J. Cobb ("Studio One"), Mickey Rooney ("Playhouse 90"), Peter Ustinov ("Omnibus"), David Wayne ("Suspicion"), Ed Wynn ("Hallmark Hall of Fame").

10. (George Gobel, presenter) Best Single Performance by an Actress -- Julie Andrews ("Cinderella"), Polly Bergen ("Playhouse 90"), Helen Hayes ("Alcoa Hour"), Piper Laurie ("Studio One"), Teresa Wright ("Playhouse 90").

11. (Paul Winchell, presenter) Best Direction, Half Hour or Less -- Bill Hobin ("Your Hit Parade"), Clark Jones ("The Patrice Munsel Show"), Sheldon Leonard ("The Danny Thomas Show"), Robert Stevens ("Alfred Hitchcock Presents"), Peter Tewksbury ("Father Knows Best").

(more)

12. (Loretta Young, presenter) Best Direction, One Hour or More -- Bob Banner ("The Dinah Shore Show"), John Frankenheimer ("Playhouse 90"), George Roy Hill ("Playhouse 90"), Arthur Penn ("Playhouse 90"), George Schaefer ("Hallmark Hall of Fame" - "The Green Pastures").

13. (Eve Arden, presenter) Best Continuing Performance by a Person Who Essentially Plays Himself -- Steve Allen, Jack Benny, Sid Caesar, Perry Como, Jack Paar.

14. (Red Buttons, presenter) Best Continuing Performance by a Person Who Essentially Plays Herself -- Gracie Allen, Lucille Ball, Dody Goodman, Dinah Shore, Loretta Young.

15. (Garry Moore, presenter) Best Comedy Series -- "The Bob Cummings Show," "Caesar's Hour," "Father Knows Best," "The Jack Benny Show," "The Phil Silvers Show."

16. (Ralph Edwards, presenter) Best Dramatic Series With Continuing Characters -- "Gunsmoke," "Lassie," "Maverick," "Perry Mason," "Wagon Train."

17. (Gertrude Berg, presenter) Best Musical, Variety, Audience Participation or Quiz Series -- "The Dinah Shore Chevy Show," "The Ed Sullivan Show," "The Perry Como Show," "The Steve Allen Show," "The Jack Paar Show."

18. (Eddie Cantor, presenter) Best Dramatic Anthology Series -- "Alfred Hitchcock Presents," "Climax," "Hallmark Hall of Fame," "Playhouse 90," "Studio One."

19. (Art Carney, presenter) Best Continuing Performance by an Actor in a Leading Role, Dramatic or Comedy Series -- James Arness ("Gunsmoke"), Bob Cummings ("The Bob Cummings Show"), Phil Silvers

(more)

6 - Emmy Awards

("The Phil Silvers Show"), Danny Thomas ("The Danny Thomas Show"), Robert Young ("Father Knows Best.")

20. (Ed Wynn, presenter) Best Continuing Performance by an Actress in a Leading Role, Dramatic or Comedy Series -- Eve Arden ("The Eve Arden Show"), Spring Byington ("December Bride"), Jan Clayton ("Lassie"), Ida Lupino ("Mr. Adams and Eve"), Jane Wyatt ("Father Knows Best").

21. (Milton Berle, presenter) Best Single Program of the Year -- "The Comedian," "The Edsel Show," "General Motors 50th Anniversary Show," "The Green Pastures," "The Helen Morgan Story."

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NBC-New York, 4/9/58

RALPH EDWARDS, GARRY MOORE ADDED
TO LIST OF 'EMMY' PRESENTERS

Ralph Edwards and Garry Moore have been added to the list of stars who will present the Emmy statuettes on NBC-TV's telecast of the Tenth Annual EMMY AWARDS ceremonies, live from New York and Los Angeles, Tuesday, April 15 (10-11:30 p.m., EST). They replace Lucille Ball and Desi Arnaz, who withdrew as presenters because of sponsor conflict.

RADIO STATION KENT BECOMES AN NBC AFFILIATE

Radio Station KENT in Shreveport, La., has joined the line-up of NBC affiliates, effective this month, it was announced by Harry Bannister, Vice President in charge of Station Relations for the National Broadcasting Company. KENT, owned by Frank H. Ford, operates on 1550 kilocycles with 1,000 watts power. Frank H. Ford, Jr., is General Manager.

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NBC-New York, 4/9/58



TELEVISION NEWS

April 9, 1958

"THE MAJOR ADAMS STORY"--DRAMA ON WAGONMASTER SETH ADAMS' OWN LIFE--
TO BE PRESENTED IN TWO FULL-HOUR "WAGON TRAIN" TELECASTS

Ward Bond in the role of Wagonmaster Seth Adams stars in a two-hour Western drama, "The Major Adams Story," on NBC-TV's WAGON TRAIN -- Part I on Wednesday, April 23 (7:30-8:30 p.m., EST) and Part II on Wednesday, April 30 (7:30-8:30 p.m., EDT).

Co-starring with Bond for the longest dramatization of the "Wagon Train" stories to date, is Robert Horton as frontier scout Flint McCullough and Virginia Grey as Ranie. Also featured in the cast are Douglas Kennedy as Colonel Hillary, Terry Wilson as Hawks and Frank McGrath as Wooster.

Directed by Hollywood actor-director Mark Stevens (who has directed three previous "Wagon Train" dramas and starred in one), "The Major Adams Story" recounts several crucial periods of Seth Adams' life which motivate his decision to first become (and later continue as) Wagonmaster.

The story chronicles Adams' love affair with Ranie (Miss Grey) and his separation from her to take his Civil War command. Seth begins his friendship with Wooster (McGrath) and saves Hawks' (Wilson's) life.

(more)



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2 - 'Wagon Train'

Later, as the Wagonmaster he is reunited, unexpectedly, with Ranie. He discovers a romantic rival in the unscrupulous Colonel Hillary (Kennedy) and they engage in a fight to the death.

Supporting players for Part I of this two-hour teleplay written by Frank Marshall, are Irene Windust as Mrs. Hawks, Ben Morris as Walt Bradley, Kay Stewart as Mary Bradley, Craig Duncan as Thompson, Renny McEvoy as a clerk, Bob Bryant as a drunken soldier and Fred Coby as a screaming soldier.

Supporting players for Part II include Irene Windust as Mrs. Hawks, Herbert Lytton as Dr. Jenner, Rankin Mansfield as Station Keeper, Ted O'Shea as Mr. Wendall, Bob Anderson as Stanton, and Sandy Sanders as a messenger.

"Wagon Train" is produced by Howard Christie for Revue Productions in Hollywood. Richard Lewis is executive producer. On April 23, "Wagon Train" is sponsored by the Edsel Division of Ford Motor Company (through Foote, Cone and Belding). On April 30, the program is sponsored by Bell and Howell Company (through McCann-Erickson, Inc.) and the Drackett Company (through Young and Rubicam, Inc.)

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NBC-New York, 4/9/58

April 10, 1958

NBC-TV AND RADIO WILL CARRY EISENHOWER'S ADDRESS TO EDITORS

President Eisenhower's address before the American Society of Newspaper Editors Thursday, April 17 on "Why We Have to Modernize Our Defense Establishment" will be broadcast live by NBC-TV and Radio (including WRCA-TV and WRCA), from 1 to 1:30 p.m., EST. The program will originate in the Statler Hotel in Washington, D.C.

CAST AND CREDITS FOR NBC-TV'S "WAGON TRAIN" PRESENTATION
OF "THE MAJOR ADAMS STORY" IN TWO EPISODES

PROGRAM:

"The Major Adams Story" (two-hour Western drama on NBC-TV's WAGON TRAIN, presented in two episodes.)

TIME:

Part I, Wednesday, April 23,
7:30-8:30 p.m., EST; Part II,
Wednesday, April 30, 7:30-8:30 p.m.,
EDT.

PERMANENT STARS:

Ward Bond as Wagonmaster Seth Adams,
Robert Horton as scout Flint
McCullough.

GUEST STAR:

Virginia Grey as Ranie.

SYNOPSIS:

Story recounts several crucial periods in Seth Adams' life which motivate his decision to become (and later continue his job as) Wagonmaster: his love affair with Ranie (Miss Grey), and his separation from her to take his Civil War command; his friendship with Wooster (McGrath) and how he saves Hawks' (Wilson's) life; how he is reunited, unexpectedly with Ranie; and his fight with a romantic rival Colonel Hillary (Kennedy).

(more)

CAST AND CREDITS FOR "THE ADAMS FAMILY" (1960-1961)

PROGRAM:

"The Adams Family" (1960-1961)

Executive Director: JAMES H. HARRIS

Produced in two episodes.

Episode I, Wednesday, April 27.

1:30-2:30 P.M., WEST 11.

Episode II, Thursday, April 28, 1:30-2:30 P.M.

THE

PERMANENT STAFF:

James H. Harris, Executive Director

Robert H. Harris, Associate Director

Production

Adams Family as Family

WEST STAFF:

Guests: Various members of the Adams family

STAFF:

James H. Harris, Executive Director

Robert H. Harris, Associate Director

Production

Adams Family as Family

Guests: Various members of the Adams family

James H. Harris, Executive Director

Robert H. Harris, Associate Director

Production

Adams Family as Family

Guests: Various members of the Adams family

James H. Harris, Executive Director

(Continued)

2 - Credits for 'The Major Adams Story'

PRODUCTION BY: Revue Productions, Hollywood (on film).

EXECUTIVE PRODUCER: Richard Lewis

PRODUCER: Howard Christie

DIRECTOR: Mark Stevens

WRITTEN BY: Frank Marshall

DIRECTOR OF PHOTOGRAPHY: Herbert J. Kirkpatrick

ART DIRECTION: Howard E. Johnson

EDITORIAL SUPERVISOR: Richard G. Wray, A.C.E.

FILM EDITOR: Milton Shifman

SET DECORATOR: Ralph Sylos

SOUND: David H. Moriarty

ASSISTANT TO PRODUCER: Robert Eggenweiller

ASSISTANT DIRECTOR: Hilton A. Green

COSTUME SUPERVISOR: Vincent Dee

MAKEUP: Jack Barron

HAIR STYLIST: Florence Bush

THEME MUSIC: "Wagon Train" by Henri Rene and Bob
Russell, recorded for RCA Victor by
Sons of the Pioneers.

SPONSORS: Edsel Division of Ford Motor Co. on
alternate weeks; Bell and Howell Co.
and Drackett Co., each sponsoring one
half on alternate weeks.

AGENCIES: Foote, Cone and Belding for Edsel.
McCann-Erickson Inc. for Bell and
Howell Co. Young and Rubicam Inc. for
Drackett Co.

(more)

3 - Credits for 'The Major Adams Story'

NBC PRESS REPRESENTATIVES: Bill Fague, New York; Don Jones,
Hollywood.

CAST FOR 'THE MAJOR ADAMS STORY' -- PART I

Wagonmaster Seth Adams.....Ward Bond
Scott Flint McCullough.....Robert Horton
Ranie.....Virginia Grey
Colonel Hillary.....Douglas Kennedy
Chuck Wooster.....Frank McGrath
Bill Hawks.....Terry Wilson
Emily Hawks.....Irene Windust
Walt Bradley.....Ben Morris
Mary Bradley.....Kay Stewart
Thompson.....Craig Duncan
Drunk Soldier.....Bob Bryant
Screaming Soldier.....Fred Coby
Clerk.....Renny McEvoy

CAST FOR 'THE MAJOR ADAMS STORY' -- PART II

Wagonmaster Seth Adams.....Ward Bond
Ranie.....Virginia Grey
Colonel Hillary.....Douglas Kennedy
Chuck Wooster.....Frank McGrath

(more)

THEY ARE THE FOLLOWING: Bill Hays, New York; Tom Jones,

London.

THEY ARE THE FOLLOWING: Bill Hays, New York; Tom Jones,

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London; Bill Hays, New York; Tom Jones,

4 - Credits for 'The Major Adams Story'

CAST FOR 'THE MAJOR ADAMS STORY' -- PART II (CONTINUED)

Bill Hawks.....Terry Wilson
Emily Hawks.....Irene Windust
Dr. Jenner.....Herbert Lytton
Station Keeper.....Rankin Mansfield
Mr. Wendall.....Ted O'Shea
Stanton.....Bob Anderson
Messenger.....Sandy Sanders

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NBC-New York, 4/10/58

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NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE
FOR MAY, 1958 (ALL TIMES EDT)

Thursday and Friday, May 1 and 2

3-4 p.m. -- NBC MATINEE THEATER.

Thursday, May 1

7:30-8 p.m. -- TIC TAC DOUGH -- with Jay Jackson as emcee.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- Guest
tonight will be George Gobel.

Saturday, May 3

8-9 p.m. -- PERRY COMO SHOW -- With Bob and Ray, Lucho Gatica
and Eve Arden.

10:30-11 p.m. -- YOUR HIT PARADE -- With Jill Corey, Virginia
Gibson, Tommy Leonetti and Alan Copeland.

Sunday, May 4

7-7:30 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- THE STEVE ALLEN SHOW.

9-10 p.m. -- THE DINAH SHORE CHEVY SHOW -- special guests tonight
will be Shirley Temple, Sally Forrest, John Raitt and Kay
Thompson.

Monday through Friday, May 5-9

3-4 p.m. -- NBC MATINEE THEATER.

Monday, May 5

7:30-8 p.m. -- THE PRICE IS RIGHT -- with emcee Bill Cullen.
(more)

2 - NBC COLOR TELECAST SCHEDULE

Tuesday, May 6

8-9 p.m. -- GOBEL-FISHER -- Guests are John Payne and the King Sisters.

Wednesday, May 7

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "All the King's Men," Don Mankiewicz's adaptation of Robert Penn Warren's prize novel -- Part I.

Thursday, May 8

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY.

Saturday, May 10

8-9 p.m. -- THE PERRY COMO SHOW -- With Johnny Mathis, Rowan and Martin, Rusty Hamer and Sherry Jackson.

10:30-11 p.m. -- YOUR HIT PARADE.

Sunday, May 11

7-7:30 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- THE STEVE ALLEN SHOW.

9-10 p.m. -- THE DINAH SHORE CHEVY SHOW -- Guests are Julius LaRosa, Nanette Fabray and Gisele MacKenzie.

Monday through Friday, May 12-16

3-4 p.m. -- NBC MATINEE THEATER.

Monday, May 12

7:30-8 p.m. -- THE PRICE IS RIGHT.

Tuesday, May 13

8-9 p.m. -- FISHER-GOBEL -- with Marge and Gower Champion and Buddy Hackett.

Wednesday, May 14

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "All the King's Men" -- Part II.

(more)

3 - NBC COLOR TELECAST SCHEDULE

Thursday, May 15

7:30-8 p.m. -- TIC TAC DOUGH.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY.

Friday, May 16

10-11 p.m. -- THE JERRY LEWIS SHOW.

Saturday, May 17

8-9 p.m. -- THE PERRY COMO SHOW -- With Jack Carter, Mills
Brothers and Sally Ann Howes.

10:30-11 p.m. -- YOUR HIT PARADE.

Sunday, May 18

7-7:30 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- THE STEVE ALLEN SHOW.

9-10 p.m. -- THE DINAH SHORE CHEVY SHOW -- With Van Johnson and
Mike & Elaine.

Monday through Friday, May 19-23

3-4 p.m. -- NBC MATINEE THEATER.

Monday, May 19

7:30-8 p.m. -- THE PRICE IS RIGHT.

Tuesday, May 20

8-9 p.m. -- GOBEL-FISHER -- With Fred MacMurray.

Wednesday, May 21

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Outcasts of Poker
Flat," adapted by Phil Reisman from the story by Bret Harte.

Thursday, May 22

7:30-8 p.m. -- TIC TAC DOUGH.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY.

(more)

4 - NBC COLOR TELECAST SCHEDULE

Saturday, May 24

8-9 p.m. -- THE PERRY COMO SHOW -- With Jane Wyman and the McGuire Sisters.

10:30-11 p.m. -- YOUR HIT PARADE.

Sunday, May 25

7-7:30 p.m. -- NOAH'S ARK.

8-9 p.m. -- THE STEVE ALLEN SHOW.

9-10 p.m. -- THE CHEVY SHOW -- With Gogi Grant and Shirley MacLaine.

Monday through Friday, May 26-30

3-4 p.m. -- NBC MATINEE THEATER.

Monday, May 26

7:30-8 p.m. -- THE PRICE IS RIGHT.

Tuesday, May 27

8-9 p.m. -- FISHER-GOBEL.

Wednesday, May 28

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Time Out for Ginger."
Ronald Alexander's adaptation of his Broadway play of several seasons ago.

Thursday, May 29

7:30-8 p.m. -- TIC TAC DOUGH.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY.

Saturday, May 31

8-9 p.m. -- THE PERRY COMO SHOW.

10:30-11 p.m. -- YOUR HIT PARADE.

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NBC RADIO NETWORK NEWS

April 10, 1958

BRUSSELS FAIR OPENING--AND EVENTS TO FOLLOW--
TO BE COVERED BY NBC RADIO ON REGULAR BASIS

Transatlantic circuits will be used twice daily by NBC Radio to report up-to-the-minute news from the Brussels World's Fair, it was announced today by Jerry A. Danzig, Vice President of NBC Radio Network Programs.

The Fair's gala opening will be broadcast on NBC Radio's "Nightline" Thursday, April 17. The 9:30-10 p.m., EST, segment of the program will be devoted to reports of the colorful exhibits at the international exposition.

"Monitor," NBC's weekend radio service, will broadcast eight special features from the Fair on Saturday and Sunday, April 19 and 20. The program will describe in detail the Russian and American exhibits and will present interviews with people of many nationalities who participate in the Fair's diverse activities.

A group of NBC producers and reporters has already left for Brussels. It includes Mr. Danzig; Leif Eid, chief of NBC News' Paris Bureau; reporter Dick Jennings; commentator Ben Grauer; Sarah Palfrey, former U.S. National Tennis champion; and Melanie Kahane, noted interior designer.

(more)

Page 12, 1944

THE UNITED STATES DEPARTMENT OF THE INTERIOR
BUREAU OF LAND MANAGEMENT

WASHINGTON, D. C. 20250

TO: THE SECRETARY OF THE INTERIOR
FROM: THE DIRECTOR, BUREAU OF LAND MANAGEMENT
SUBJECT: [Illegible]

1. [Illegible]
2. [Illegible]
3. [Illegible]
4. [Illegible]
5. [Illegible]

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12. [Illegible]

13. [Illegible]

14. [Illegible]
15. [Illegible]
16. [Illegible]

17. [Illegible]

2 - Brussels Fair

Continuing coverage of the Fair will be provided by several teams of "Monitor" and "Nightline" personnel, according to Al Capstaff, executive producer of both programs. Soon to leave for Brussels are Capstaff, the "Monitor" comedy team of Bob and Ray (Bob Elliott and Ray Goulding), "Monitor" communicator Frank Blair, reporter Fitzgerald Smith, and the following "Nightline" staff members -- Walter O'Keefe (program host), Peter Lassally (producer) and Alice Wallace (writer).

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NBC-New York, 4/10/58



NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE

April 20-26 (All Times EST)

Sunday, April 20

7-7:30 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- THE STEVE ALLEN SHOW -- With Bob Hope, Patrice Munsel, Ray Anthony, Johnny Haymer and David Allen.

9-10 p.m. -- THE DINAH SHORE CHEVY SHOW -- With Van Johnson, Anna Maria Alberghetti and Jose Greco.

Monday, April 21

3-4 p.m. -- NBC MATINEE THEATER -- "The Last Voyage," with Zsa Zsa Gabor and Maurice Manson.

7:30-8 p.m. -- THE PRICE IS RIGHT -- With Bill Cullen.

Tuesday, April 22

3-4 p.m. -- NBC MATINEE THEATER -- "A Boy Grows Up."

8-9 p.m. -- GOBEL-FISHER -- With Jackie Cooper, Gene Sheldon and Jack Kirkwood.

Wednesday, April 23

3-4 p.m. -- NBC MATINEE THEATER -- "The Phony Venus."

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Angry Harvest."

(more)

2 - NBC Color Telecast Schedule

Thursday, April 24

3-4 p.m. -- NBC MATINEE THEATER -- "Some Blessed People."

7:30-8 p.m. -- TIC TAC DOUGH -- With Jay Jackson.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- Don
Cherry is guest.

Friday, April 25

3-4 p.m. -- NBC MATINEE THEATER -- "Quiet Street."

9:30-11 p.m. -- HALLMARK HALL OF FAME -- "Dial 'M' for Murder,"
starring Maurice Evans, with John Williams and Anthony Dawson.

Saturday, April 26

8-9 p.m. -- THE PERRY COMO SHOW -- With Lily Pons, Gertrude Berg
and Pearl Bailey.

10:30-11 p.m. -- YOUR HIT PARADE -- With Jill Corey, Virginia
Gibson, Tommy Leonetti and Alan Copeland.

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NBC-New York, 4/11/58

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CAST AND CREDITS FOR "THE LAND OF GREEN GINGER" FRIDAY, APRIL 18
ON NBC-TV'S "SHIRLEY TEMPLE'S STORY BOOK"

PROGRAM: "The Land of Green Ginger"
SERIES: SHIRLEY TEMPLE'S STORYBOOK
TIME: NBC-TV, Friday, April 18, 7:30 p.m., EST
STARS: Kuldip Singh, Sue England, Jack Albertson,
Joey Faye and Charles Halton.
PRODUCTION BY: Henry Jaffe Enterprises, Inc., in
association with Screen Gems, Inc.
PRODUCER: Alvin Cooperman
DIRECTOR: Robert B. Sinclair
ORIGINAL STORY: "Tales of the Land of Green Ginger" by
Noel Langley.
TELEPLAY BY: Noel Langley
ASSOCIATE PRODUCER: Norman Lessing
EXECUTIVE CONSULTANT: Mitchell Leisen
SONGS BY: Mack David and Jerry Livingstone
MUSIC SUPERVISOR: Morris Stoloff
PHOTOGRAPHY: Gert Andersen, A.S.C.
ART DIRECTOR: William Flannery
SUPERVISING EDITOR: Richard Fantl
FILM EDITOR: Henry Batista
COSTUME DESIGNER: Gwen Wakeling
SET DECORATOR: Sidney Clifford

(more)

2 - Credits for 'The Land of Green Ginger'

SPONSORS:

John H. Breck Co., Inc.; Hills Bros.

Coffee, Inc.; and the Sealtest Division
of the National Dairy Products
Corporation.

AGENCY:

N.W. Ayer and Son, Inc.

NBC PRESS REPRESENTATIVES:

Norm Frisch, Hollywood; Betty Lanigan,
New York.

CAST

Abu Ali.....Kuldip Singh
Silverbud.....Sue England
Tintac Ping Foo.....Jack Albertson
Rubdub Ben Thud.....Joey Faye
Sulkpot Ben Nag-Nag.....Charles Halton
Boomalakka Wee.....Billy Curtis
Mouse.....Angelo Rossitto
Small Slave.....Eugene Jackson III
Dragon.....Roy Jenson
Abdul.....Tom McKee
Aladdin.....Anthony Eustrel
Phoenix Birds.....Bruce Hoy and Dolores Starr

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NBC-New York, 4/11/58

John H. Brown, Jr., 1111 10th St.,

Seattle, Wash.; and the Seattle Division

of the National Dairy Products

Corporation.

M.M. West and Son, Inc.

1000 1st Ave., Seattle, Wash.

New York.

APPENDIX

- 1. Alaska.....
- 2. Arizona.....
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TELEVISION NEWS

April 11, 1958

REX THOMPSON (IN TITLE ROLE) AND LORNE GREENE SIGNED FOR
"THE LITTLE LAME PRINCE" ON "SHIRLEY TEMPLE'S STORYBOOK"

The classic fairytale "The Little Lame Prince" will be the next production to be filmed for NBC-TV presentation on SHIRLEY TEMPLE'S STORYBOOK.

Rex Thompson and Lorne Greene have been signed for starring roles in the tale which is tentatively scheduled for telecasting Tuesday, July 15. (It will be filmed by Henry Jaffe Enterprises, Inc., in association with Screen Gems, Inc.)

Rex Thompson, youthful Broadway and motion picture performer, has been signed for the title part in the story by Dinah Maria Mulock Craik. The boy has been seen on Broadway in "The King and I" and played a starring role in the motion picture "The Eddie Duchin Story." Greene, who will play the role of the King, is a veteran Broadway and television performer.

Adaptation of "The Little Lame Prince" has been done by S.S. Schweitzer and the production will be directed by Harry Horner, who also is the director of "Rip Van Winkle" (Thursday, May 8 presentation on "Shirley Temple's Storybook").

Shirley Temple will act as hostess and narrator for the story of the gentle lad and his flying cloak. With this magical garment he visits many places throughout the world, in his quest to retrieve the heritage which has been stolen from him by his villainous uncle.

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THE NEW YORK TIMES

THE NEW YORK TIMES
PUBLISHED DAILY
EXCEPT ON SUNDAYS AND HOLIDAYS

THE NEW YORK TIMES
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PUBLISHED DAILY
EXCEPT ON SUNDAYS AND HOLIDAYS

FOR A FRIEND--AND FOR PEACE

FOR RELEASE MONDAY, APRIL 14

To fulfill a request made by his friend the late Mike Todd, NBC-TV star Eddie Fisher has recorded special lyrics to "Around the World in Eighty Days" for use on the "Voice of America."

The special lyrics, approved by Todd shortly before his death, concern America's search for peace. They are:

"Around the world, we'll search for peace.
Our goal is dear,
We'll persevere,
Our hope shall never cease;
We know somewhere, sometime, somehow
Mankind will know
The blessed glow
He deeply prays for now.
Where hate and strife and fear now reign,
Let men and nations join their hearts and hands
As one again,
And pledge their vow
That all around the world
We'll find our world of peace."

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TELEVISION NEWS

April 14, 1958

'COMMENT' TO PRODUCE TWO PROGRAMS IN EUROPE FOR TELECAST ON NBC

- - -

NBC News to Present 'Free World vs. Russia' April 20;

'France, Germany and Future of Europe' Also Planned

NBC News' COMMENT program will go to Europe to produce two shows on international problems -- one for telecast Sunday, April 20 -- William R. McAndrew, Vice President, News, announced today.

The April 20 program, titled "The Free World vs. Russia," will be kinescoped in London within the next few days, McAndrew said. It will be telecast in "Comment's" regular time spot -- Sundays, 2:30-3 p.m., EST.

The second program, McAndrew said, will be called "France, Germany and the Future of Europe." It will be produced later in Paris and presented on a date to be announced.

Participants in "The Free World vs. Russia" program will be Edward Crankshaw, specialist on Russian affairs for the London Observer; Stephen Potter, British author and "Gamesmanship" originator; Joseph C. Harsch, NBC News' senior European correspondent; and Irving R. Levine, NBC News' Moscow correspondent. Robert Priaulx of NBC News, New York, has flown to London to produce the show.

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April 14, 1958

NBC LEADS WITH FIVE SATURDAY REVIEW TV AWARDS FOR
'DISTINGUISHED ACHIEVEMENT IN PUBLIC INTEREST'

The National Broadcasting Company, with five winning television programs, leads all other networks in the 1958 awards of the Saturday Review for "distinguished achievement in the public interest."

The committee commended NBC and network sponsors for NBC NEWS, NBC OPERA COMPANY, HALLMARK HALL OF FAME, WAGON TRAIN and the OMNIBUS presentation of "The Life of Samuel Johnson."

The citations, announced in the April 19th issue of the Saturday Review, were voted by a national panel of 33 leading educators, editors, publishers, public opinion analysts, scholars and advertising and public relations executives.

The citations for NBC programs are:

National Broadcasting Company for "NBC News": "For independence of editorial opinion and willingness to comment sharply, often courageously, on news of the day. The team of Chet Huntley and David Brinkley perform responsibly at a general level much above what passes for news coverage elsewhere. This program, as a matter of fact, is symptomatic of the general emergence of NBC as the leader in radio and television news coverage. Leon Pearson is another example of their independent, able news analysts and reporters."

(more)



Page 101

THE HISTORY OF THE UNITED STATES OF AMERICA (1776-1876)

The history of the United States of America is a story of growth and development. It begins with the first settlers who came to the New World in search of a better life. They found a land of opportunity, but also a land of conflict. The struggle for independence was a long and hard one, but it was worth the effort. The United States emerged as a new nation, free from the control of a foreign power. This was a great achievement, and it paved the way for the future. The United States has since grown into a great nation, with a rich history and a bright future. It has been a land of freedom and opportunity, and it will continue to be so for many years to come.

Continued on next page

The National Broadcasting Company for the NBC Opera Company: "For original and valuable presentation of Opera to a mass audience, a splendid achievement in maintaining high standards and meeting the cultural responsibilities of a great medium of public communication."

Hallmark Greeting Cards for the "Hallmark Hall of Fame": "For giving talent a free rein, generous budget and full opportunity to present serious and impressive works of art to the viewing public; with special mention to 'The Green Pastures,' which handled with great sensitivity and restraint the simplicity and delicacy of this remarkable religious fable."

Aluminium Limited and the Union Carbide Corporation for the "Omnibus" presentation of "The Life of Samuel Johnson": "For a deeply moving, unusually perceptive production by 'Omnibus' that made a great figure of the past come alive as the remarkable human being he was; for a superb script whose values were fully transmitted in the distinguished performance of the central character by Peter Ustinov."

The Drackett Company, the Edsel Division of the Ford Motor Company, and the Lewis Howe Company for "Wagon Train": "For being the best of the current crop of Westerns. If we have to have this type of show -- and apparently we do -- then this is the way it should be done: a bold, refreshing change in format in which none of the leading characters is either omnipotent, omniscient or omnipresent; big budget with fine production on a big, outdoors scale; with an emphasis on character add authentic atmosphere rather than pointless violence.

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NBC-New York, 4/14/58

April 14, 1958

CHET HUNTLEY'S FIRST-HAND REPORT ON "ISRAEL: THE NEXT 10 YEARS"
WILL BE TELECAST AS SPECIAL 90-MINUTE PROGRAM

Chet Huntley's first-hand report on "Israel: The Next 10 Years" will be presented in a special 90-minute NBC News program from 4-5:30 p.m., EDT, Sunday, May 18, William R. McAndrew, Vice President, News, announced today.

Previously the report had been scheduled for two "Outlook" telecasts, May 4 and 11, in the regular time period, 6:30-7 p.m. McAndrew said the shift was made because of the "spectacular nature and unusual importance" of the filmed report.

Huntley went to Israel recently for the extensive study of that country's future. During his stay, he interviewed Maj. Gen. Chaim Laskov, young Israeli Army chief of staff, and Dr. David Ernst Bergmann, head of Israel's Atomic Energy Commission, among others.

These interviews form the core of some 40,000 feet of film shot during the trip, from the Negev in the south to Galilee in the north.

Director Jack Sughrue and Cameraman Tom Priestly accompanied Huntley. Reuven Frank will produce the program for NBC News.

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PHILLIPS-VAN HEUSEN CORPORATION BUYS ONE-HALF SPONSORSHIP
OF THREE 'SUSPICION' TELECASTS ON NBC TELEVISION NETWORK

FOR RELEASE MONDAY A.M., APRIL 14

The Phillips-Van Heusen Corporation has purchased one-half sponsorship of NBC-TV's SUSPICION program of May 26, June 2 and June 9, it was announced today. The full-hour suspense-mystery series is telecast on Mondays at 10 p.m. (NYT).

The order is for Van Heusen's men's shirts and sportswear and was placed through the Grey Advertising Agency, Inc.

Van Heusen is the fourth advertiser to sign as a sponsor of "Suspicion" in recent weeks. Earlier, Sterling Drugs, Inc., the Procter and Gamble Company and the Bell and Howell Company ordered one-half sponsorship of "Suspicion" on various dates.

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NBC-New York, 4/11/58



TRADE NEWS

April 15, 1958

NBC TELEVISION NETWORK ANNOUNCES NEW DISCOUNT PLAN; MANY ADVANTAGES FOR ADVERTISERS ARE CITED

The NBC Television Network has issued a basically new discount plan -- effective Oct. 1, 1958 -- benefiting the great majority of its clients, it was announced today by Walter D. Scott, Vice President, NBC Television Network Sales.

"Many of our advertisers will enjoy immediate savings, and most others will find that additions to their program schedules and station lineups can be made at far more favorable cost than under the present structure," Mr. Scott reported.

In particular, the new discount plan provides additional incentive in the form of annual discounts to year-round advertisers sponsoring a combination of daytime and evening programs, or a combination of every-week and alternate-week programs on NBC-TV.

In recognition of the increased popularity in the alternate-week pattern of sponsorship, the new discount plan provides Hourly discounts on a fortnightly basis (rather than the present one-week span). This gives additional flexibility, without penalty, to advertisers sponsoring NBC-TV programs on an alternate-week basis.

While the combination of Hourly and Annual discounts remains at a maximum of 25%, the requirements for reaching this

(more)

2 - New NBC Discount Plan

maximum will be reduced to the point where the great majority of NBC advertisers can benefit substantially.

In several important respects, advertisers will find it easier to qualify for higher discounts than before.

An alternate-week evening program plus an alternate-week daytime program can both enjoy a 10% Annual discount. Under the present plan this day-night combination is excluded from earning any such annual saving.

Other changes include the granting of a 15% Annual discount applicable to all year-round programs -- including alternate-week operations -- of advertisers who sponsor multiple program periods on a year-round basis. For example, an advertiser with an every-week evening half hour and an alternate-week daytime half hour will be entitled to the maximum Annual discount of 15% on both programs. Under the present structure, the same advertiser would have earned 10% Annual discount on the evening half hour, and no Annual discount on the daytime operation.

Also, under the new plan the 25% maximum discount can be earned by an advertiser using one and one-half hours weekly, rather than the two hours required under the current plan.

Another advantage of the new plan specifies that all advertisers sponsoring daytime periods may earn up to 5% additional discount on these periods by ordering 100 or more interconnected optional stations (exclusive of the Program Extension Plan Group and

(more)

3 - New NBC Discount Plan

Associated Stations). Thus the maximum daytime discount is increased from 25% to 30%.

Present NBC clients whose contracts extend beyond Oct. 1 will be permitted to change over to the new discount schedule in October, or any present clients not desiring to make such a change will be given six months protection for the balance of such contracts up to March 31, 1959.

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NBC-New York, 4/15/58

April 15, 1958

'OMNIBUS' TO TELL TRUE SAGA OF A NORWEGIAN SABOTEUR

- - -

Selections from Two Foreign-Made Films Follow Heroic Mission
And Show Laplanders Who Helped Outwit Nazis

FOR RELEASE THURSDAY A.M. APRIL 17

The true story of a young Norwegian saboteur and the Laplanders who helped him escape the Nazis will be told in selections from two highly-acclaimed foreign films to be presented in their television premieres on OMNIBUS Sunday, April 20 (NBC-TV, 4-5:30 p.m., EST).

The film "Nine Lives," currently a leading contender at the Cannes Film Festival, tells the story of Jan Baalsrud, a member of the Norwegian resistance during World War II. "The Reindeer Men," shown at both the Cannes and the London film festivals last year, describes the life of the Laplanders in northern Norway.

Baalsrud, who is portrayed in the film by actor Jack Fjeldstad, will fly to the United States from Europe to appear on the program. He will recount his experiences as the sole survivor of a team of saboteurs and will tell of his flight into Arctic Norway

(more)

where Loyal Laplanders helped him cross the frontier into Sweden in 1943.

"Nine Lives," directed by Arne Skouen, follows every step of the sabotage mission against the Nazi-occupied airfield at Bardufoss, from which German bombers attacked the Allied convoys sailing around northern Scandinavia. The film is based on the book "We Die Alone" by British author David Horwath who has declared that, if the account were fiction, he would never have dared rescue his hero from so many hopeless situations.

"The Reindeer Men" was produced by Per Host, Norwegian zoologist, producer, director and photographer. The film follows two small groups of Laplanders through a trackless area of mountains and tundra several hundred miles beyond the Arctic Circle. As the last of Europe's nomadic peoples, the Laplanders' way of life is determined by the seasonal migrations of their reindeer herds between the interior and the coast.

"Omnibus" is produced by Robert Saudek Associates and sponsored by Aluminium Limited and the Union Carbide Corporation. Alistair Cooke is master of ceremonies.

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NBC-New York, 4/15/58

REVISED CREDITS FOR NBC-TV'S "THE CALIFORNIANS"

PROGRAM: THE CALIFORNIANS, adventure series set
in the Gold Rush era of pre-statehood
California. Stories deal with the
crusade to curb lawlessness among the
"new society" of gamblers, prospectors,
eager settlers and fortune-hunters in
and around San Francisco in the 1850s.

TIME: NBC-TV, Tuesdays, 10 p.m., NYT.

STARRING: Richard Coogan as San Francisco's
gambling marshal Matthew Wayne.

PRODUCTION BY: California Film Enterprises, Inc.

PRESENTED BY: Louis F. Edelman

EXECUTIVE PRODUCER: Robert F. Sisk

PRODUCER: Felix Feist

DIRECTED BY: Felix Feist, Paul Guilfoyle, others.

WRITTEN BY: Carey Wilber, Michael Fessier, others.

DIRECTOR OF PHOTOGRAPHY: Robert W. Pittack, ASC

PRODUCTION SUPERVISOR: W. Argyle Nelson

PRODUCTION MANAGER: Marvin Stuart

EDITORIAL SUPERVISOR: Dann Cahn, A. C. E.

FILM EDITOR: George J. Nicholson and Robert W.
Warwick Jr.

ART DIRECTOR: Albert M. Pyke

(more)

2 - 'The Californians'

SET DECORATOR: John MacNeil

ASSISTANT DIRECTOR: John E. Burch

MUSIC SUPERVISOR: E. C. Norton

SOUND: William L. Brady

COSTUMER: Alexander Velcoff

MAKEUP ARTIST Robert Cowan

PROPERTY MASTER: Arthur Friedrich

SCRIPT SUPERVISOR: Dixie McCoy

RECORDED BY: Glen Glenn Sound Company

SPECIAL EFFECTS: Virgil Beck

THEME SONG: "I've Come to California," words by
Harold Adamson, music by Harry Warren.
Sung by The Ken Darby Singers.

SPONSORS: Singer Sewing Machine Co. and Thomas J.
Lipton, Inc.

AGENCY: Young and Rubicam Inc. for both sponsors.

ORIGINATION: Filmed by Desilu in Hollywood.

NBC PRESS REPRESENTATIVES: Bill Fague, New York; Rolf Gompertz,
Hollywood.

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NBC-New York, 4/15/58

CREDITS FOR 'THE LONG TIME BETWEEN' STARRING JULIE HARRIS ON NBC-TV

TIME: Saturday, April 19 (1-1:30 p.m., EST)

PRESENTED IN COOPERATION WITH: The American Cancer Society

DESCRIPTION: An actual case history recounted by
a cancer patient and her real
family and friends. The patient,
Barbara Z. Weise, will be brought
from Chicago to NBC's Studios in
New York with her family and
friends to give answers to these
questions: How does it begin for
a person? What is it like for the
family? For friends? For the
children? For the doctor?

POINT OF ORIGIN: Live from New York

NARRATOR: Julie Harris

PRODUCER: Marilyn Kaemmerle

DIRECTOR: Frank Pacelli

WRITER: Edward Gilmore

MUSICAL DIRECTOR: Ezra Laderman

SCENIC DESIGNER: Ted Cooper

COSTUME DESIGNER: Julia Sze.

(more)

2 - Credits for 'The Long Time Between'

CAST

Narrator.....Julie Harris
Bob Bruett.....Himself
Naomi Shoop.....Herself
George Binder.....Ian Martin
May Hubbard.....Herself
Roy Hubbard.....Himself
Gladys O'Neill.....Herself
Nurse.....Abby Lewis
Dr. Coleman.....Reynolds Evans
Marge Collins.....Herself
Frank Weise.....Himself
Dorothy Taylor.....Herself
Barbara Weise.....Herself
Carl Weise.....Himself
Judy Weise.....Herself

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NBC-New York, 4/15/58

NBC OWNED STATIONS DIVISION**News**

WAMP AND WFMP--NBC OWNED STATIONS IN PITTSBURGH--
PRESENTING STEREOPHONIC MUSIC FIVE NIGHTS A WEEK

FOR RELEASE MONDAY A.M., APRIL 14

Radio Stations WAMP and WFMP in Pittsburgh, owned and operated by the National Broadcasting Company, are broadcasting stereophonic music five evenings a week as a regular segment of their programming schedules, H.W. (Hank) Shepard, General Manager, announced today.

"We are first in our area and among only a few stations in the nation to program stereophonic music on an across-the-board basis," he said. "We firmly believe it is the newest of the entertainment forms, now past the experimental stage and rapidly developing in importance.

"It adds a dimension to the enjoyment of radio, as color does in television."

The broadcasts started last Monday (April 7). Stereophonic tapes are played from 10:30 to 11 p.m. Monday through Thursday, and from 11:05 to 11:30 p.m. on Friday. Listeners get the full effect by using their AM and FM radios simultaneously.

(more)

The stereophonic music is a feature of "Nightline in Pittsburgh," which has Rex Dale as host. That segment of the program is called "Rex Dale's Stereo Studio."

Mr. Shepard cited several benefits expected.

"Stereophonic music is something radio can do very well, and radio needs things it can do well," he said. "By programming it five nights a week, we hope to bring back to radio an ingredient that has long been missing -- deliberate tune-in to enjoy specific entertainment.

"Moreover, because it is being played at a time considered margin or fringe time in radio, we believe that by promoting it as a special attraction, we can increase radio listening generally. And, last but not least, it has a great deal of commercial possibilities."

He said the series had no advance publicity except a few air announcements on Monday. WAMP received several dozen telephone calls from enthusiastic listeners after the initial broadcast and this interest has continued, he said. Some persons call daily to find out what selections will be played that night.

Six or seven tapes are the source of a week's programming, according to John C. Hierlihy, Supervisor of Programs. Portions of several of these are played each night.

"We try to get music by full bands or big choruses because that produces better binaural sound," Mr. Hierlihy said. "For our first few broadcasts we played selections from the 'Oklahoma!' score by the Hollywood Radio City Orchestra; 'Dance,' a medley by Harry Marshard, and recordings by the U.S. Army Band and Chorus. We also

(more)

played parts of Arthur Lyman's 'Taboo,' which has excellent stereophonic qualities including ocean sounds and percussion effects without detracting from its musical value."

Although only one stereophonic tape machine is used, engineers have achieved complete flexibility without splicing the tapes and can change them in 30 seconds, he said. Monaural background music is played while the tapes are changed, with Rex Dale talking over it.

Mr. Hierlihy said he hopes to use stereophonic disks by next Fall.

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NBC-New York, 4/11/58

ED SULLIVAN TO SPEAK AT START OF 'EMMY AWARDS' TELECAST

Ed Sullivan, president of the National Academy of Television Arts and Sciences, will make a brief opening address on NBC-TV's telecast of the Tenth Annual EMMY AWARDS ceremonies, live from New York and Los Angeles, Tuesday, April 15 (10-11:30 p.m., EST).

Sullivan will discuss the tremendous impact which television has made as a tool of communications in its relatively short history.

Newsman Eric Sevareid, speaking for the Academy, will discuss television's future responsibilities in a short closing address after the awards have been presented.

* * *

'RUNDOWN' CHANGES FOR 'EMMY AWARDS'

The following changes have been made in the "Run-down of Proceedings for 'Emmy Awards' Telecast on NBC Tuesday, April 15" (in the NBC Daily News Report dated April 9):

Dave Garroway will present the award for Best Musical, Variety, Audience Participation or Quiz Series (instead of Best Teleplay Writing, Half Hour or Less, as previously announced).

(more)

2 - 'Emmy Awards'

Jack Benny will present the award for Best Dramatic Anthology Series (instead of Best Teleplay Writing, One Hour or More, as previously announced).

Gertrude Berg will present the award for Best Teleplay Writing, Half Hour or Less (instead of Best Musical, Variety, Audience Participation or Quiz, as previously announced).

Eddie Cantor will present the award for Best Teleplay Writing, One Hour or More (instead of Best Dramatic Anthology Series, as previously announced).

The presenters will appear in the same sequence as announced April 9.

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NBC-New York, 4/11/58



TELEVISION NEWS

April 16, 1958

"A STAR'S STORY"

- - -

"Wide Wide World" to Look at Hollywood's Star System--with
"Oscar" Winner Joanne Woodward as Chief Participant

Academy Award winner Joanne Woodward will be the central participant in "A Star's Story" -- a 90-minute look at Hollywood's star system and the men and women who seek stardom, on WIDE WIDE WORLD Sunday, April 27 (NBC-TV, 4-5:30 p.m., EDT).

The program will trace Miss Woodward's rise to stardom through her girlhood in Greenville, S.C., her drama school days in New York, her early screen tests, her first big break in the TV play "Interlude," and her acceptance of the "Oscar" for her multi-role part in "Three Faces of Eve."

Other participants will include actor Paul Newman, studio head Buddy Adler and movie historian Richard Griffith, who will mark the growth of the star legend through such archetypes as the romantic daredevil, the villain, the Western hero, the vamp, the siren and the girl-next-door.

The show will look in on the front office of a movie studio, a school for young actors and actresses, a gathering of movie fans, a Hollywood residence club, and a projection room for a viewing of scenes with such silent film stars as Mary Pickford, Theda Bara,

(more)

Douglas Fairbanks Sr., Greta Garbo, William S. Hart and Eric Von Stroheim.

"A Star's Story" will be produced by Herbert Sussan on the "Wide Wide World" series, which is sponsored by General Motors and supervised by executive producer Barry Wood. Dave Garroway, host of the series, will guide viewers to these "live" locations:

To the home of Miss Woodward and her husband, Paul Newman, in Hollywood Hills. The two stars will discuss the rewards and problems of an acting career and the motivations that impel actors to seek stardom.

To the office of Buddy Adler, head of 20th Century Fox, who will tell how he discovered Miss Woodward and why he chose her for the difficult lead role in "Three Faces of Eve."

To the Museum of Modern Art in New York to talk with film curator Richard Griffith about motion pictures as an art, and to view some classic silent films and their stars.

To Grauman's Chinese Theatre in Hollywood to meet a group of movie fans as they move through the theatre's forecourt, where movie stars leave their hand-and-foot prints in the pavement.

To the YWCA Studio Club in Hollywood to meet the would-be stars who live there, and to watch them rehearse a show they are preparing.

To the Neighborhood Playhouse School of the Theatre in New York to talk to some of the actors and such teachers as Sandy Meisner, Martha Graham and Robert Williams.



SPOT SALES

News

NBC SPOT SALES ISSUES MARKET DATA BOOK ON ST. LOUIS

St. Louis is the subject of the eighth market data book issued by NBC Spot Sales in its continuing series. The ninth book, covering the San Francisco area, is in preparation.

The study points out that the St. Louis Metropolitan Area ranks ninth in population with 1,932,800, and that 18 states have smaller populations.

Figures are given for the area's effective buying income, total retail sales and average weekly wages in the principal industries. The study includes lists of the leading department stores, drug and food chains, radio and television stations, hotels and newspapers in the area.

Market data books previously issued by NBC Spot Sales include research on Cleveland, Seattle, Washington, D.C., Miami, Louisville, Denver and Honolulu. Copies of the studies may be obtained from the Research Department, NBC Spot Sales, 30 Rockefeller Plaza, New York 20, N.Y.

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NBC-New York, 4/16/58

STEVE ALLEN WRITES ABOUT 'THE GIRLS ON THE 10TH FLOOR'
--AND OTHERS--IN HIS NEW BOOK OF SHORT STORIES

"The Girls on the 10th Floor," a collection of 15 short stories by Steve Allen, will be published by Henry Holt and Co. April 17. The host-star of THE STEVE ALLEN SHOW (NBC-TV colorcast, Sundays, 8-9 p.m., EST) has written four previous books, "Fourteen for Tonight," "Steve Allen's Bop Fables," "Wry on the Rocks" and "The Funny Men."

The new book, which is dedicated to Steve's youngest son, William Christopher Allen, contains these tales: "The Girls on the 10th Floor," "If People Would Only Think," "My Little Darling," "The Secret," "The Martyrs," "Point of View," "The Award," "The Saint," "The Blood of the Lamb," "The Purpose and the Name," "Joe Shulman Is Dead," "Hello Again, Darling," "The War," "Dialogue" and "The House in Bel Air."

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NBC-New York, 4/16/58

DALE ROBERTSON (WELLS FARGO AGENT ON TV) MAKES
DEBUT AS SINGIN' COWBOY IN A RODEO

Dale Robertson, who stars as agent Jim Hardie on NBC-TV's TALES OF WELLS FARGO, (Mondays at 8:30 p.m., EST) is making his debut as a singin' cowboy -- while on a cross-country rodeo tour. He also exhibits some expert horsemanship.

In the singing portion of his rodeo appearances Robertson offers "Which Way'd They Go?" a humorous dissertation on youngsters who watch Westerns on TV; "Man, You Don't Know What Lonesome Is Till You Get to Herdin' Cows," a cowboy blues number; "Two-Shillelagh O'Sullivan," the tale of an Irishman who settled in the West; and "He's Got the Whole World in His Hands," a spiritual.

The handsome Western star visits Fort Worth, Tex., April 17; Oklahoma City, Okla., April 19; Winston Salem, N. C., April 20 to 28; Charlotte, N. C., April 29 to May 4; Jasper, Tex., May 7 to May 10; and Shreveport, La., May 14 to 18.

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NBC-New York, 4/16/58

DATE RECEIVED (PLEASE PRINT DATE OF TV) 1964
LEAVE AS SHOWN: CORRECT IN A BOX

Date received, and when he sent the letter to
WFO-TV's office on March 10, 1964, at 10:30 a.m.,
making his debut as a singing cowboy -- while on a tour
country rodeo tour. He also exhibited some extreme personality.
In the singing edition of the radio show, he
Robertson (the "Singing Cowboy") a cowboy character-
tion on youngsters and their behavior on TV. "and, and that's
from what I know is that he was a cowboy, a singing
club member, "two-shoulder cowboy", the name of his
franchise was entitled in the past; and that's the whole
world in his hands, a singing cowboy.
The handsome cowboy with white hair and white
April 17; Oklahoma City, April 17; Oklahoma City, April 17;
April 20 to 22; Oklahoma City, April 20 to 22; Oklahoma
City, April 20 to 22; Oklahoma City, April 20 to 22.

ALL IN A DAY'S WORK FOR BEN GRAUER

When Ben Grauer finishes his assignment as radio narrator for HANSEL AND GRETEL on Sunday, April 27, it will be the end of a long, busy day's work.

Early that morning, Grauer will return to New York by plane from the Brussels World's Fair, which he has been covering for NBC Radio's "Monitor." At 12:30 p.m., EDT he will be on WRCA-TV's "Ask Congress" program and at 2 p.m., EDT he will be a panel member of WRCA-TV's "Citizens Union Searchlight." For three hours (3-6 p.m., EDT) he will be a communicator for "Monitor" in Radio Central, and from 6:30-7:30 p.m., EDT he will narrate the radio phase of the fairy tale, "Hansel and Gretel," which will be seen simultaneously on NBC-TV.

NBC-New York, 4/16/58



TELEVISION NEWS

REQUESTS FOR 13,000,000 CIVIL DEFENSE 'PREPAREDNESS CARDS'
FOLLOW FEDERAL ADMINISTRATOR'S ANNOUNCEMENT ON 'TODAY'

About 13 million wallet-sized Civil Defense "preparedness cards" have been ordered since an announcement made by Federal Civil Defense Administrator Leo A. Hoegh on NBC-TV's TODAY.

Hoegh first told about the cards, which give advice on what to do to be prepared for an atomic attack, during interviews with Dave Garroway at approximately 7:40 a.m. and 9:40 a.m. (EST) on "Today" March 25.

Within a few days, several thousand individual requests for these cards were received by the CD national headquarters in Battle Creek, Mich. Then the headquarters began to feel the impact from its state and local civil defense offices. At the end of two weeks, a total of 12,751,000 cards were ordered, with "hundreds of places still to be heard from."

"The response to this brief presentation has been amazing," said Hoegh (in a Civil Defense statement). "No one will ever again convince me that people are apathetic, or that they don't want to know what to do in an emergency."

In a personal letter to Dave Garroway, Hoegh said, "I thought you might be pleased, as I am, at the number of requests from your ('Today') viewers for the CD card which we discussed when I appeared on your program...Thanks again for giving me the opportunity

(more)

2 - 'Preparedness Cards'

to reach your nationwide audience with a message on Civil Defense."

One side of the CD card reminds the individual to prepare a home shelter and an automobile evacuation kit. It also lists five things to know in case of attack: (1) warning signals and what they mean; (2) your community plan for emergency action; (3) protection from radioactive fallout; (4) first aid and home emergency preparedness; (5) the use of CONELRAD radio frequencies for official directions.

The other side of the card explains the public alert signals and what to do when either of them sounds.

Another vivid demonstration of public interest in the dangers that face the nation was touched off after an announcement on "Today" on Jan. 7. That was when Dave Garroway offered "Today" viewers a free copy of the Rockefeller Report on national security. About 200,000 copies were sent to viewers who wired and mailed their requests.

("Today" is telecast Monday through Friday from 7 to 10 a.m., EST., on the NBC Television Network, except WRCA-TV; WRCA-TV only, 7-9 a.m., EST.)

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NBC-New York, 4/17/58

that your machine will be a message to civil society."

One side of the CD card contains the information to be sent.

Another side of the CD card contains the information to be sent.

to be sent in case of a disaster: (1) to send signals and that they

are: (2) your computer will be emergency signal; (3) emergency

at emergency signal; (4) first aid and home emergency equipment.

(5) the use of COMING radio transmitter for official emergency

The other side of the card contains the radio signal

that is to be sent in case of a disaster.

Another side of the card contains the information to be sent

to be sent in case of a disaster: (1) to send signals and that they

are: (2) your computer will be emergency signal; (3) emergency

at emergency signal; (4) first aid and home emergency equipment.

(5) the use of COMING radio transmitter for official emergency

The other side of the card contains the radio signal

that is to be sent in case of a disaster.

that is to be sent in case of a disaster.

that is to be sent in case of a disaster.

that is to be sent in case of a disaster.



April 17, 1958

PAGE ONE AWARD OF NEWSPAPER GUILD OF N.Y. TO BE PRESENTED
TO NBC OPERA COMPANY AND A CITATION WILL GO TO 'OMNIBUS'

Samuel Chotzinoff, producer of the NBC Opera Company, will accept the Page One Award of the Newspaper Guild of New York at the annual Page One Ball Friday, April 25. The award was voted to the NBC Opera Company "for its efforts in presenting new works to the American public and offering the finest in established operas in clear English versions."

NBC-TV's OMNIBUS received a citation "for continuing to present a high level of entertainment while ever broadening the spheres of knowledge of its audience." Alistair Cooke, master of ceremonies of "Omnibus," will accept the citation.

This season was the ninth of the NBC Opera Company. Four presentations were given in color: "Dialogues of the Carmelites" by Poulenc, "Amahl and the Night Visitors" by Menotti, "Rigoletto" by Verdi and "Cosi Fan Tutte" by Mozart.

The world premiere of "Maria Golovin" a new opera by Menotti, commissioned by NBC, will be presented at the Brussels International Exposition. The premiere date is August 20. The tenth season of the NBC Opera Company will open in October or November on NBC-TV.

-----O-----

AMERICAN MEDICAL ASSOCIATION HONORS 'WIDE WIDE WORLD'
FOR TV STORY OF AMERICAN DOCTORS

WIDE WIDE WORLD has received a special citation from the American Medical Association for the program, "The House I Enter," the story of American doctors. In its commendation, the AMA said:

"The Board of Trustees of the American Medical Association wishes to commend the National Broadcasting Company and the program 'Wide Wide World' for their portrayal of the American physician in 'The House I Enter' on Sunday, Oct. 27, 1957.

"Through the miracle of television, 'Wide Wide World' took a vast audience of televiewers around the country to see the work being done by doctors in various types of medical practice. The medical profession is grateful for this opportunity to report its activities to the American people."

The commendation was signed by David B. Allman, M. D., president of the AMA, and Edwin S. Hamilton, M. D., chairman of the board of trustees.

Ted Rogers produced "The House I Enter." "Wide Wide World" is sponsored by General Motors and supervised by executive producer Barry Wood.

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CALIFORNIA UNIT OF AMERICAN FEDERATION OF WOMEN'S CLUBS HONORS
"SHIRLEY TEMPLE'S STORYBOOK" FOR ITS PORTRAYAL OF FAIRY TALES

SHIRLEY TEMPLE'S STORYBOOK has been honored by the American Federation of Women's Clubs, Southern California District, for its "delightfully artistic, fanciful portrayal of fairy tales."

Alvin Cooperman, producer of the NBC-TV series, accepted the award on April 11 at the group's annual meeting in the Beverly Hills Hotel. In addition, Cooperman introduced to the capacity audience young Kuldip Singh, star of the series' Friday, April 18 presentation -- "The Land of Green Ginger."

In presenting the award, Mrs. Clifford Bell, president for the district, lauded the series for "creating a new high level of child and adult viewing."

Mrs. Bell added: "This is a series that parents can watch not only with the children, but with the grandparents. Nothing in this series ever makes the adults cringe with embarrassment at what their children are seeing."

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NBC-New York, 4/17/58

TEXT OF 'EMMY AWARDS' ADDRESS BY ERIC SEVAREID

NOTE TO EDITORS:

In answer to many requests, the following is the complete text of the address given by newsman Eric Sevareid on NBC-TV's telecast of the Tenth Annual EMMY AWARDS ceremonies, Tuesday, April 15.

You have been watching tonight some of the most powerful people in the world. Not necessarily, the wisest or the most gifted. But the most powerful.

The power to compel the eye and the ear is the greatest power there is...for it is the power to affect thought. And what a country thinks, it is. Never before has so much power to do so much good or harm, to so many, been placed in the hands of so few.

I do not believe that they are all -- or even very many of them -- insensible of this. More often than their critics think, they have their private moments of humility -- indeed of fear -- because of this prodigious public trust given, by rather pell-mell circumstance, into their care.

This industry was only born yesterday. As a business, it grows faster than we on this side of the little red camera eye can grow as individuals, because

(more)

we are only humans. We need your help. Not just the help of the "Yes" or "No" in a check-marked public opinion poll or statistical audience survey. Your true help -- your ideas -- your concern. For if you do not help, then those present cynics who say the American audience will take anything it gets, and deserves all it gets, will indeed have a case.

The artists and technicians and producers and directors and executives here assembled do not believe the cynics' claim.

We know what we have to do. We have to amuse, and there we have done well, I think...To inform, and there we make steady progress...To instruct, and there we have a long way to go...To inspire, and there is the longest untraveled way of all.

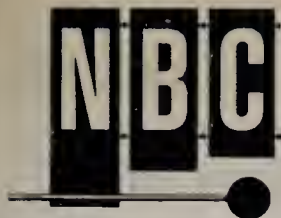
Help us find the way.

Help make us make ourselves work at only one level...our best.

That would be an award on which the gold would never tarnish.

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NBC-New York, 4/17/58



TELEVISION NEWS

April 18, 1958

"OMNIBUS" TO REPEAT WIDELY ACCLAIMED "BERNSTEIN ON BACH"
MUSICAL PROGRAM AS SEASON'S FINALE

The widely acclaimed "Bernstein on Bach" program will be presented via filmed recording by OMNIBUS Sunday, May 4 (NBC-TV, 4-5:30 p.m., EDT) as part of its last show of the current season.

In addition to Leonard Bernstein's study of Johann Sebastian Bach, the program will include a report from the Brussels World's Fair by Alistair Cooke, "Omnibus" emcee.

"Bernstein on Bach" was first telecast on "Omnibus" March 31, 1957. At the time of the repeat performance Bernstein, director of the New York Philharmonic, will be on tour with the orchestra in South America.

"Bernstein on Bach" is one of the two American television programs being shown at the Brussels World's Fair. The other is the Agnes de Mille program on choreography, which was also originally telecast on "Omnibus."

In the Bach presentation, Bernstein delves into the music and techniques of the composer, focusing especially on his ability to transcend the boundaries of space and time. Bernstein conducts a specially-assembled 42-piece orchestra and performs on the piano and harpsichord. Other soloists will demonstrate how Bach's works influenced the development of the organ and other instruments.

(more)

To explain the harmony and counterpoint of Bach's work, Bernstein has devised a "musical crossword puzzle" and uses such familiar musical rounds as "Three Blind Mice" and "Row, Row, Row Your Boat." He points out that even jazz found inspiration in Bach.

The program presents selections from Bach's choral work, "The St. Matthew Passion," as sung by the Schola Cantorum and 10 of the St. Thomas Choir boys.

"Omnibus" is produced by Robert Saudek Associates and sponsored by Aluminium Limited and the Union Carbide Corporation.

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NBC-New York, 4/18/58

STATUS OF MOVIES IN WORLD OF ART TO BE SHOWN IN VISIT
TO N.Y.'S MUSEUM OF MODERN ART ON "WIDE WIDE WORLD"

WIDE WIDE WORLD will move its "live" cameras into the Museum of Modern Art in New York -- despite the recent fire that damaged the building -- to show the status of motion pictures in the world of art.

The telecast will be part of "A Star's Story" Sunday, April 27 (NBC-TV, 4-5:30 p.m., EDT) -- a 90-minute look at Hollywood's star system, with Academy Award-winner Joanne Woodward as the central participant.

Herbert Sussan, who will produce the program, has been informed by museum officials that major repairs to the fire-damaged building will be completed in time for the telecast.

In a tour of the museum, the cameras will show examples of its collection of modern art, which includes Picasso's "Seated Woman," Gauguin's "Still Life with Three Puppies," Rousseau's "The Dream," and Leger's "Three Musicians."

Richard Griffith, the museum's curator of films and co-author of the book "The Movies," will discuss the evolution of the Hollywood star system and will comment on movies as an art form. He will illustrate his points with silent-film sequences from the museum's film library.

(more)

2 - 'Wide Wide World'

These will include scenes of Douglas Fairbanks Sr. in "The Black Pirate," Mary Pickford in "The New York Hat," Theda Bara in "A Fool There Was," Charles Chaplin in "The Cure," William S. Hart in "The Return of Draw Egan," Rudolph Valentino in "The Four Horsemen of the Apocalypse," and Greta Garbo and John Gilbert in "Flesh and the Devil."

"Wide Wide World" is sponsored by General Motors and supervised by executive producer Barry Wood.

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NBC-New York, 4/18/58

There will further names of people mentioned in the
the "List," Mary Lincoln in "The New York Times," and in "The
of the "List," Charles Chaplin in "The Times," and in "The
of the "List," John G. S. in "The Times," and in "The
the "List," and John G. S. in "The Times," and in "The
"Devil."

"Wide Wide World" is described as the most
of the "List," and in "The Times," and in "The
"Devil."

NEW YORK, N.Y., 1910



NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE
April 27-May 3 (All Times EDT)

Sunday, April 27

8-9 p.m. -- THE STEVE ALLEN SHOW -- Guests are Claudette Colbert, Xavier Cugat, Abbe Lane, Toni Arden and Abe Burrows.

9-10 p.m. -- THE CHEVY SHOW -- starring Betty Hutton, with Miyoshi Umeki, Sam Butera and the Witnesses, Louis Prima, Keely Smith and special guest George Sanders.

Monday, April 28

3-4 p.m. -- NBC MATINEE THEATER -- "The Fall of the House of Usher."

7:30-8 p.m. -- THE PRICE IS RIGHT -- With Bill Cullen.

Tuesday, April 29

3-4 p.m. -- NBC MATINEE THEATER -- "Great Big Guy."

8-9 p.m. -- FISHER-GOBEL. Bob Hope and Gypsy Rose Lee are guests tonight.

Wednesday, April 30

3-4 p.m. -- NBC MATINEE THEATER -- "It Came from out of Town."

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Fifty-Grand," A.E.

Hotchner's adaptation of Ernest Hemingway's short story.

Thursday, May 1

3-4 p.m. -- NBC MATINEE THEATER -- "Prosper's Old Mother."

(more)

2 - NBC Color Telecast Schedule

Thursday, May 1 (Cont'd)

7:30-8 p.m. -- TIC-TAC-DOUGH -- With Jay Jackson.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- George Gobel is guest tonight.

Friday, May 2

3-4 p.m. -- NBC MATINEE THEATER -- "End of a Sentence."

Saturday, May 3

8-9 p.m. -- PERRY COMO SHOW -- Guests tonight are Tennessee Ernie Ford, Eve Arden, Bob and Ray.

10:30-11 p.m. -- YOUR HIT PARADE -- With Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

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NBC-New York, 4/18/58

ASTOR LENOX TILDEN FOUNDATION

500 N. 5TH ST. NEW YORK, N. Y.

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CALIFORNIA TOURISTS WILL VIEW FAMED SHIRLEY TEMPLE
DOLL COLLECTION IN NEW HOME AT LOS ANGELES MUSEUM

California-bound tourists this Summer will be able to see the famous Shirley Temple Doll collection in a new home. The home, in fact, is being custom-made to house the collection of 1,500 dolls sent by fans from all over the world to the former child-star of motion pictures, now the star of SHIRLEY TEMPLE'S STORYBOOK series on NBC-TV.

In their new home, the dolls will live in glass houses -- permanent show cases in the California Museum of Science and Industry at Exposition Park, Los Angeles.

The collection has been housed at the museum since last May but only in a basement corridor on special exhibition. Nevertheless, it is estimated that the collection was viewed by approximately 290,000 persons, ranking the exhibit among the top three favorites among museum visitors.

The dolls have been removed temporarily while their new "homes" are being built and will be cleaned and prepared for Summer exhibition.

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NBC-New York, 4/18/58



TRADE NEWS

April 21, 1958

NEW ORDERS PLACED FOR 'TODAY' AND 'JACK PAAR SHOW'

Four advertisers have placed new orders with NBC-TV's TODAY program and two advertisers have ordered new campaigns on THE JACK PAAR SHOW, for a total of 25 participations on the two programs. Advertisers placing the orders and their agencies follow:

The Washington State Potato Commission, through Howard J. Ryan and Son, has ordered 11 participations on "Today," starting July 24.

Time, Inc., for Time Magazine, through Maxwell Sackheim and Company, Inc., has ordered four participations on "Today" and two participations on "The Jack Paar Show," starting April 22 on both programs.

Ben Mont Papers, Inc., through Woodard, Voss and Hevenor, Inc., has ordered three participations on "Today" and two participations on "The Jack Paar Show," all to be scheduled during December.

Jackson and Perkins, for its rose bushes, through Maxwell Sackheim and Company, Inc., has ordered three participations on "Today," starting April 21.

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THE NEW YORK PUBLIC LIBRARY, ASTEN LENOX TILDEN FOUNDATION

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News

SPOT SALES

NBC SPOT SALES SENDS 1958 DAYLIGHT SAVING TIME CHART TO AGENCY TIME-BUYERS IN 100 TOP METROPOLITAN MARKETS

A 1958 Daylight Saving Time Chart showing time changes in the 100 top metropolitan markets of the United States has been sent to agency time-buyers and others by NBC Spot Sales.

The chart tells which markets will observe Daylight Saving Time and which will remain on Standard Time. It gives the starting and expiration dates of Daylight Saving Time in each case, thereby combining information issued in two separate charts last year.

The number of hours each market is behind New York time is listed as an aid to time-buyers in planning schedules of adjacencies. An additional feature is the market rank of each area.

Advertisers, other agency personnel besides time-buyers and executives of radio and television stations represented by NBC Spot Sales also have received copies of the 1958 chart.

Requests for additional copies should be sent to Promotion Department, NBC Spot Sales, 30 Rockefeller Plaza, New York 20, N.Y.

Other services by NBC Spot Sales include the Radio-TV Time Contract Chart, the Five-Year Calendar and the Radio-TV Spot Estimator.

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THE GOVERNOR TELLS THE TIME

It took a telephone call to the Governor of Minnesota to complete the information for the Daylight Saving Time Chart issued by NBC Spot Sales.

In other parts of the country, Chambers of Commerce furnished the starting and expiration dates of Daylight Saving Time for their cities, but not so in Minnesota. There the Governor decides for the entire state.

The St. Paul Chamber of Commerce notified NBC Spot Sales that Governor Orville L. Freeman had not yet determined when the time change would occur. As proof, a clipping from the St. Paul Dispatch to this effect was attached to the Chamber's reply.

An NBC Spot Sales employee later telephoned Governor Freeman and was told that Daylight Saving Time in Minnesota would extend from April 27 to Sept 2.

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NBC-New York, 4/21/58

DAVE GARROWAY TO BE TOASTMASTER OF ARMED FORCES DAY

BANQUET MAY 16 IN WASHINGTON

FOR RELEASE THURSDAY, APRIL 24 at 7 A.M., EST

Dave Garroway will be toastmaster of the National Armed Forces Day Banquet at the Sheraton-Park Hotel in Washington, D. C., Friday, May 16.

More than 2,000 leaders in government, industry and defense will attend the banquet, marking the ninth annual observance of Armed Forces Day.

The banquet committee said that Garroway, star of NBC-TV's "Today" and "Wide Wide World," and NBC Radio's "Monitor," was invited to be toastmaster because "he has demonstrated his deep interest in national defense through timely reports on his television and radio programs."

The Washington banquet, which will kick off a series of banquets around the world in honor of the nation's military services, is sponsored by the Military Order of the World Wars, the Navy League of the United States, and the Air Force Association.

Honored guests will include: Under Secretary of the Navy William B. Franke; Assistant Secretary of the Army Frank H. Higgins; Assistant Secretary of the Air Force Lyle S. Garlock; Gen. Nathan S. Twining, chairman of the Joint Chiefs of Staff; Gen. Curtis E. LeMay, vice chief of staff of the Air Force; Gen. L. L. Lemnitzer, vice chief of staff of the Army; Lt. Gen. Verne J. McCaul, assistant commandant of the Marine Corps; Rear Adm. James A. Hirshfield,

(more)

DAVIS RAILROADS TO BE CONSIDERED OF STATE RAILROADS

WASHINGTON, D. C., MAY 12, 1911.

TO THE HONORABLE THE SENATE

There is hereby notified that the National

Revenue has been received at the American-Bank Hotel in Washington, D. C.,

Friday, May 12.

From \$1,000,000 in interest in Government, and from

will attend the subject, making the high level of interest in the

Revenue Day.

The subject of the day is the day of the day.

"The day of the day" and "The day of the day" are the

to be considered as the day of the day.

and the day of the day is the day of the day.

Revenue

The subject of the day is the day of the day.

Revenue is the day of the day in the day of the day.

in the day of the day of the day of the day.

of the day of the day, and the day of the day.

Revenue is the day of the day in the day of the day.

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2 - Dave Garroway

assistant commandant of the Coast Guard; Maj. Gen. Reuben C. Hood Jr., Armed Forces Day coordinator; Col. Howard E. Cox, commander-in-chief of the Military Order of the World Wars; Peter J. Schenk, president of the Air Force Association; and the newly-elected president of the Navy League (to be announced soon).

Garroway will fly from Roanoke, Va., where "Today" will originate that day, to Washington, D. C. for the banquet.

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NBC-New York, 4/21/58

THE NEW YORK PUBLIC LIBRARY

ALDOUS HUXLEY AND THREE NBC NEWSMEN WILL DISCUSS

'THIS BRAVE NEW WORLD OF 1958' ON 'COMMENT'

Aldous Huxley, noted British author, will appear on NBC News' COMMENT Sunday, April 27 over NBC-TV (2:30 p.m., EDT).

Huxley, author of the satirical novel, "Brave New World," will take part in a discussion of "The Brave New World of 1958." Other participants will be three NBC News correspondents -- Roy Neal, Bill Henry and Elmer Peterson. Huxley will discuss the general area covered by the program's topic; Neal will consider "Destination Moon"; Henry, "Economic Aspects of the Space Age"; and Peterson, "What the Future Holds." The program will originate in Hollywood.

NBC-New York, 4/21/58

CRITICAL PRAISE FOR "TODAY'S" TEENAGE FEATURE

Following are some of the critical comments in the press about the recent week-long study of the American teenager in "The Threshold Years," a special project on NBC-TV's TODAY (Monday-through-Friday, 7-10 a.m., EST, on the NBC Television Network, except WRCA-TV; WRCA-TV only, 7-9 a.m., EST):

VARIETY: "Many illuminating facets of ... the life of an American teenager were revealed during the week-long series ... Dave Garroway, in particular, was intelligently proving in his interviews with various personalities, and the idea of focusing attention on the whys and wherefores of present-day youngsters over a week's span was sound and decidedly worthwhile ... All in all, a crackerjack, timely look-see into the poignant problems of adolescence."

THE CHRISTIAN SCIENCE MONITOR: "...as an achievement in documentary compilation, the five-day series was impressive. Above all, the faces (of the teenagers) were there, excited and bored, calculating and open, cocky and sad. They added up to rich sketchbook material for a group portrait of yesterday's children and tomorrow's adults."

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NEILSON ROCKEFELLER IS INTERVIEWED ON 'MEET THE PRESS' PROGRAM
AT EXACT MOMENT SECOND ROCKEFELLER REPORT IS RELEASED

At the moment when radio, TV and the press were releasing the second Rockefeller Report last night (April 20), Nelson Rockefeller himself was discussing the report on NBC's MEET THE PRESS.

The release time for the report, dealing with the nation's economy, was 6 p.m., EST -- which was also the moment "Meet the Press" went on the air. Rockefeller is chairman of the Rockefeller Brothers Special Studies Project, which sponsored the report.

"Seldom has the timing been so propitious in the long history of our program," program producer Lawrence Spivak noted.

"Meet the Press" is the nation's oldest network interview program. It began on radio in 1945 and on TV in 1957. The program has won Peabody, Sylvania and Ohio State awards among its many major honors.

The program is presented on NBC-TV Sundays from 6-6:30 p.m., NYT, and on NBC Radio as part of "Monitor," from 6:30-7 p.m., NYT.

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NBC-New York, 4/21/58



April 22, 1958

JAMES FAGAS APPOINTED COMPOSER AND
CONDUCTOR OF 'WIDE WIDE WORLD'

James Fagas has been appointed composer and conductor of NBC-TV's WIDE WIDE WORLD, it was announced today by Barry Wood, executive producer of the series (alternate Sundays, 4-5:30 p.m., EDT).

He succeeds the late David Broekman, who held the position from the inception of the program in 1955 until his death early this month.

Mr. Fagas served as assistant to Mr. Broekman on "Wide Wide World" and on a number of other television programs, including "The Ken Murray Show," "Ford Festival," "Danger" and "The Best of Broadway."

He composed and conducted several "Wide Wide World" scores under Mr. Broekman's supervision.

Mr. Fagas, 33, is a graduate of the Greenwich House Music School in New York. He lives in Manhattan with his wife, the former Joan Hozdara.

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PETE MARTIN CALLS ON BOB HOPE FOR

SATURDAY EVENING POST FEATURE

"I Call on Bob Hope," a feature article on the NBC-TV and Radio star by Pete Martin is in the current (April 26) issue of the Saturday Evening Post.

Hope and Martin discuss a variety of showbusiness topics. Among other things, Hope speaks frankly about a number of TV stars and their shows and reveals that he has stayed on top because he treats each of his NBC-TV shows "like there's not going to be any tomorrow."

The story is illustrated with pictures of Hope with guest Natalie Wood during one of his TV shows; with Fernandel and Anita Ekberg on the set of his latest movie, "Paris Holiday," and with Mrs. Hope at the celebration following the 1958 Academy Award presentations.

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FRANK BLAIR TO BE INITIATED INTO SIGMA DELTA CHI

NBC's Frank Blair will be initiated into Sigma Delta Chi, the professional journalistic fraternity, on Tuesday, April 29. The initiation will take place at a luncheon of the Deadline Club, the New York City chapter of Sigma Delta Chi.

Blair is news editor of NBC-TV's TODAY and is featured on NBC Radio as host of LIFE AND THE WORLD, a communicator on MONITOR, and newscaster for NEWS-ON-THE-HOUR.

Blair, who began his career as a newsman in 1935 on a Charleston (Va.) radio station, has held a number of important positions in the radio and television news field. He joined NBC in Washington in 1951. Two years later, after serving as Washington correspondent for "Today," he became the program's news editor in New York City.

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NBC-New York, 4/22/58



NBC COLOR TELEVISION NEWS

April 22, 1958

'HALLMARK HALL OF FAME' MARKS A NOTABLE SEASON

With five shows down and one -- "Dial 'M' for Murder" -- to go, executive producer Mildred Freed Alberg sees the current HALLMARK HALL OF FAME season on NBC Television as the most gratifying in its history.

So far this season the dramatic series has won 14 leading awards for excellence, a Peabody and an Emmy among them, and has received popular as well as critical acclaim for its presentation of "The Green Pastures," "On Borrowed Time," "Twelfth Night," "Hans Brinker or The Silver Skates" and its first original, "Little Moon of Alban," specially commissioned by Mrs. Alberg. The one production to come, "Dial 'M' for Murder," will be colorcast live Friday, April 25 (9:30-11 p.m., EST), with Maurice Evans re-creating his Broadway stage role as the suspense drama's engaging villain. Rosemary Harris and John Williams will be his co-stars, and George Schaefer the producer-director.

The Hallmark of the series has always been its choice of first-class material, and Mrs. Alberg's discrimination in script selection, casting and other factors of production have been credited as prime factors in its success. "The aim has been to choose good plays and make them popular," Mrs. Alberg says. "We have been guided

(more)

2 - 'Hallmark Hall of Fame'

by one standard only: the attempt to make each of the productions the best in its category, whether it be 'Hamlet' or 'Yeoman of the Guard' or 'Little Moon of Alban.'

Mrs. Alberg, a native of Montreal, has been with the program since 1953. She has defined her job of executive producer as "thinking ahead" and saying "wouldn't it be great if next year ..." The critical and popular success of "Little Moon of Alban," the original drama James Costigan wrote for the series, has prompted her to commission another original for the new season. Though arrangements have not yet been completed, an original work is definitely scheduled for the Christmas season. Under discussion are plans to bring back "The Green Pastures," another great critical and popular success. The revival would be presented live and would be the first repeat performance ever given by the series.

Noteworthy is the close teamwork that has been established by Hallmark Cards, the sponsor; Foote, Cone and Belding, the advertising agency; Milberg Productions, the producing organization, -- a combination that has been in existence on NBC-TV since April, 1953, when the "Hallmark Hall of Fame" production of "Hamlet" gave American TV its first two-hour play.

"We've always had what is just an ideal set-up," Mrs. Alberg says. "Never has there been any conflict of interest, and the result has been superior shows. It's particularly reassuring to have a sponsor who has a real feeling for good things."

Mrs. Alberg's entry into TV dates from a meeting with Maurice Evans, when she suggested to him that she would like to do a

(more)

TV adaptation of "Hamlet." Evans committed himself as star of the project, George Schaefer agreed to stage it. Mrs. Alberg went to NBC and asked for, and eventually got, two hours for "Hamlet."

The "Hamlet" telecast, a brilliant success, was followed by Shakespeare's "Richard II" and "Macbeth." Subsequent seasons have brought productions of two other Shakespeare plays -- "The Taming of the Shrew" and "Twelfth Night" -- as well as two by Shaw: "The Devil's Disciple" and "Man and Superman." Other productions, in addition to those already mentioned, have been "Alice in Wonderland," "Dream Girl," "The Corn Is Green," "The Good Fairy," "Cradle Song," "Born Yesterday," "The Little Foxes" and "There Shall Be No Night."

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NBC-New York, 4/22/58

NBC-TV AND RADIO SUNDAY, APRIL 27

Time: NBC-TV and Radio, Sunday, April 27, 6:30-7:30 p.m., EDT

Hansel.....	RED BUTTONS
Gretel.....	BARBARA COOK
Mother.....	RISE STEVENS
Father.....	RUDY VALLEE
Town Crier.....	STUBBY KAYE
The Witch.....	HANS CONRIED
Meenie.....	Paula Laurence
Miney.....	Shai K. Ophir
Moe.....	Sondra Lee
Eenie.....	Will B. Able
The Elf.....	Diki Lerner
Pretzel, the dog.....	Joe Rocco
Hortense, the horse.....	Harrison Muller and Jessie Elliot
The Farmer.....	Mark Allen
The Friar.....	Gordon Clarke
The Town Crier's Wife.....	Honey MacKenzie
The Constable.....	Ronald Weyand

(more)

2 - Cast and Credits for 'Hansel and Gretel'

Dancers...Jim Hutchison, Marc West, Buddy Schwab, Harry Lee Rogers, Geraldine Delaney, Lynn Conorty, Louis Kozman, Bill Bradley, Evelyn Taylor, Gloria Kaye, Jeanna Belkyn and Dorothy Ethridge.

Singers...Bill Diehl, Percy Dove, John Smedberg, Melvin Little Ryan, Bob Harter, Betty Wishengrad, Ginny Perlowin, Helen Streiff and Marilyn Palmer.

Narrator for Radio -- Ben Grauer

* * *

PRODUCTION STAFF

Written and created by.....Yasha Frank
Executive Producer.....David Susskind
Produced by.....Herbert M. Moss
Associate Producer.....Dudd Wilds
Directed by.....Paul Bogart
Director for Radio.....Parker Gibbs
Production Supervisor.....Boris Frank
Musical Numbers and Dances Staged by.....Onna White
Music by.....Alec Wilder
Lyrics.....William Engvick
Art Director.....Samuel Leve
Music Director.....Glenn Osser
Costumes.....Sal Anthony
Makeup.....Dick Smith
Unit Manager.....Tom Madigan
Casting Consultant.....Rose Tobias
Assistant to Onna White.....Harry Lee Rogers

(more)

3 - Cast and Credits for 'Hansel and Gretel'

PRODUCTION STAFF (CONT'D)

Choral Director.....Andy Love
Production Assistant.....Barbara Sherman
Assistant Director.....Gordon Rigsby

* * *

Sponsor.....THE REXALL DRUG CO.
Advertising Agency.....BATTEN, BARTON, DURSTINE AND OSBORN, INC.

* * *

SCENES AND MUSIC

ACT I, Scene I -- the Market Place. The Town Crier and the Hucksters sing "Market Today." Scene II -- the Farmer's Barn. Scene III -- exterior of the family cottage. Hansel and Gretel sing "The Song from Hansel and Gretel" and "I'm Much Too Happy Dancing to Care." The Father and the Town Crier, supported by the men's chorus, sing "Men Run the World."

ACT II, Scene I -- the bridge at mid-day. Scene II -- a fork in the forest road. The Mother sings "Evening Song."

ACT III, Scene I -- the Witch's work area. Scene II -- the sleep place in the forest. The Mother sings "Lullabye" by Engelbert Humperdinck. Sand Dance by the Elf. Scene III -- Exterior of the Witch's kitchen. Meenie sings "The Counting Song." Hansel and Gretel, Eeenie, Meenie, Miney and Moe sing "What Are Little Girls Made Of?" The entire cast sings "Market Today" in the finale.

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. NBC-New York, 4/22/58

(OUTSIDE) PLATE NO. 101000

10

STAFF OF THE HOUSE

NBC-TV PROGRAM

REVISED SCHEDULE FOR 'TURNING POINT'

A revised schedule for the filmed series, TURNING POINT, (NBC-TV, Saturdays, 9:30 p.m., NYT) follows (superseding list released April 1):

April 26 -- "Once Upon a Crime" starring Peter Lawford.
May 3 -- "This Land Is Mine" starring John Ireland
May 10 -- "H. M. S. Marlborough" starring Joseph
Cotten.
May 17 -- "Pattern For Death" starring Eddie Albert
May 24 -- "High Barrier" starring Vincent Price.
May 31 -- "The Earring" starring Greer Garson.
June 7 -- "Six Shooter" starring John Payne.
June 14 -- "The Big Leap" starring Ralph Bellamy.
June 21 -- "Too Good with a Gun"

"For Better, for Worse," "Hand of the Enemy," and "The Blond Dog," originally scheduled for telecast during the Spring, will be offered instead on dates to be announced during the Summer.

All films on "Turning Point" are repeats of programs previously presented on other TV series.

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NBC-New York, 4/22/58

BEAUTIFUL GALS AND LOTS OF COMEDY WILL HIGHLIGHT
SUMMER REPEAT PROGRAMS OF 'BOB CUMMINGS SHOW'

The cool beauty of the most beautiful girls in television will come to the fore when THE BOB CUMMINGS SHOW starts its Summer re-run schedule with "Bob Gets Schultzy Into Pictures," Tuesday, June 24 (9:30 p.m., EDT). Thirteen selected shows which combine gorgeous gals and lots of laugh lines will run through Sept. 16.

The schedule (all Tuesdays) follows:

June 24 -- "Bob Gets Schultzy Into Pictures"
July 1 -- "Bob Goes Hillbilly"
July 8 -- "Bob, the Gunslinger"
July 15 -- "Bob Hires a Maid"
July 22 -- "Bob and Harvey Go Hunting"
July 29 -- "Bob and Harvey Get Ambushed"
Aug. 5 -- "Bob Falls for Schultzy"
Aug. 12 -- "Bob's Italian Past"
Aug. 19 -- "The Body Builder"
Aug. 26 -- "Bob and the New Receptionist"
Sept. 2 -- "Bob, the Gorilla Trainer"
Sept. 9 -- "Air Force Calls - Grandpa Answers"
Sept. 16 -- "Bob Slows Down"

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NBC-New York, 4/22/58

CREDITS FOR "A STAR'S STORY" ON "WIDE WIDE WORLD"

TIME: NBC-TV, Sunday, April 27, 4-5:30 p m.,
EDT.

FORMAT: A 90-minute look at the Hollywood star
system and the men and women who seek
stardom, with Academy Award winner
Joanne Woodward as the central
participant.

SPONSOR: General Motors
(for entire series)

AGENCY: MacManus, John & Adams, Inc.

EXECUTIVE PRODUCER: Barry Wood

PRODUCER: Herbert Sussan

HOST: Dave Garroway

DIRECTOR: Van Fox

ASSOCIATE PRODUCER: Eugene Jones

WRITER: Lou Salaman

MUSIC CONDUCTED BY: James Fagas

EXECUTIVE STAFF: Arch Robb and Ed Wilbur

TECHINCAL SUPERVISOR: Cliff Paul

UNIT MANAGER: Steward MacGregory.

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NBC-New York, 4/22/58



NBC COLOR TELEVISION NEWS

April 22, 1958

COMMERCIALS IN THE BEST OF TASTE

Too many cooks may have spoiled a souffle or two, but in Studio 3K at NBC-TV in New York -- where cheese is the order of the day -- it could never happen.

Kraft Foods Company employs four cooks to prepare the tasty, eye-catching foods used in commercials on KRAFT TELEVISION THEATRE (NBC colorcasts, Wednesdays, 9-10 p.m., EDT).

The cooks are Mrs. Angela Matthews, of Stamford, Conn.; Mrs. Alice Herlihy of Forest Hills, Long Island, N.Y., and Betsy MacKay and Helen MacArthur of Manhattan -- all experts at whipping up mouth-watering cheese dishes in a fully-equipped 41-foot kitchen in Studio 3K.

The "Kraft" commercials are done "live." They originate at New York's Radio City, although the dramatic show itself is produced in NBC's color studios in Brooklyn, N.Y.

In Studio 3K, each food has an "understudy." Stand-in food is prepared exclusively for rehearsals. Hot studio lights take their toll of perishable dishes, so 90 percent of the food is prepared twice -- once for rehearsal and again for the air.

"We've got to do most of our food over so it will look crisp, fresh, bright and pretty when we go on the air," explained Bernadette Nolan, who produces the commercials.

(more)

While the "good Kraft cooks" shuttle briskly between kitchen and studio, models Susan Delmar and Dana Wyatt run through the commercials. Sue and Dana are the two girls whose hands -- and hands alone -- are seen on the TV screen. Their pretty faces never appear on camera. Sue's hands look exactly like Dana's.

"We interviewed about 200 models before we found two whose hands matched," said Harry Herrmann, the director.

Hours of work go into the preparation of each commercial, although only six minutes of commercials are used on an hour's colorcast.

Miss Nolan, who has been with the show since its debut in 1947, recalls when things were relatively simple.

"Back in the old days, our set-up wasn't as complex," she said. "The most inventive thing we did was spread cheese on crackers. After the first year, we progressed to cheese dips, salads and hot dishes."

In Studio 3K, foods are displayed on a half-dozen 21-inch-high tables, shaped like half-moons. The location of each prop is marked in red pencil so that "stand-in" foods can be slipped out of place and substituted by the "real thing" in a jiffy.

What happens to all those eye-catching dishes once the show is over?

"Staples like cheese and crackers we save," said Miss Nolan. "We freeze cakes and pies and save them for another day. The crew usually takes care of the hot dishes."

In Summertime, however, no one dares go near the food for a nibble.

"We spray it to keep the bugs away," said Miss Nolan.



TRADE NEWS

April 23, 1958

FORD DIVISION OF FORD MOTOR CO. TO BE ALTERNATE SPONSOR OF 'WAGON TRAIN' TV SERIES DURING 1958-59 SEASON

The Ford Division of the Ford Motor Company will sponsor NBC-TV's full-hour Western drama series, WAGON TRAIN (Wednesdays, 7:30-8:30 p.m., NYT) on alternate weeks during the 1958-59 season, it was announced today by Walter D. Scott, Vice President, NBC Television Network Sales.

After its premiere last Fall, "Wagon Train" -- featuring Ward Bond and Robert Horton as permanent co-stars -- was acclaimed by critics as the best adult Western series on network television.

The filmed "Wagon Train" series dramatizes the journey of a group of pioneers in the early 1850s from the Midwest to California. In accordance with the program's star-for-every-performance policy, Ernest Borgnine, Shelley Winters, Agnes Moorehead, Michael Rennie, Mercedes McCambridge, Eddie Albert, Gary Merrill, Dan Duryea and many other distinguished players have appeared on the program.

J. Walter Thompson Company is the agency for the Ford Division of the Ford Motor Company.

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April 23, 1958

NETWORK AFFILIATES--WITH TOP STARS, NEWS COVERAGE
AND SPECIAL EVENTS--WILL BE "TIFFANIES" OF RADIO,
NBC'S MATTHEW J. CULLIGAN STATES TO OMAHA GROUP

Outstanding radio stations like KFAB in Omaha have proved beyond doubt that leadership in a market and affiliation with a network not only are compatible, but of growing importance in building prestige and audience, Matthew J. Culligan, Vice President in charge of the NBC Radio Network, said yesterday (April 22).

Addressing the Omaha Advertising Club in the ballroom of the Castle Hotel, Mr. Culligan said knowledgeable radio operators estimate there will be more than 4,000 radio stations by 1960. Less than 700 will be network affiliates, with the top stars of entertainment, world-wide news coverage by authoritative newsmen and commentators, and the big special events like the World Series and political conventions.

These "Tiffanies" of radio, he said, will stand head and shoulders above the mob of juke box stations which will be wallowing in hopeless mediocrity with dreary fad music and rehashes of news.

"The practices of some side-show radio operators to inflate ratings have come to the attention recently of 'Variety' and

(more)

2 - Network Affiliates

'Advertising Age'," Mr. Culligan said. "As knowledge of these questionable practices becomes general, the myth of the superiority of juke box radio stations will be exploded."

"Audience composition studies in many markets prove that the network affiliates draw the adult audience which controls most of the purchasing power."

Mr. Culligan said network radio has one outstanding characteristic in this challenging year -- usefulness.

"It is the single most useful medium for most advertisers," he said. "Its cost, flexibility and marketing and merchandising extensions of value are keyed to the harsh realities of business conditions in 1958."

A comparison between the Jack Benny show in the pre-television era and one-half sponsorship of NBC NEWS-ON-THE-HOUR today is "one of the biggest eye-openers in the new network radio picture," he declared. For about \$40,000 a week, the Jack Benny show delivered about nine and one-half million unduplicated homes per broadcast, he explained. Half sponsorship of NBC "News-on-the-Hour," he said, delivers at less cost almost a quarter-million more unduplicated homes with more than twice the number of commercial impressions.

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NBC-New York, 4/23/58

NBC RADIO NETWORK NEWS

April 23, 1958

NBC RADIO'S "NIGHTLINE" WILL PRESENT "THE CASE FOR THE COLLEGE";
MANY NOTED PARTICIPANTS IN REPEAT OF HARVARD-PRODUCED PROGRAM

Because of the importance of its message to the American public, the NBC Radio Network will re-broadcast THE CASE FOR THE COLLEGE on Tuesday, April 29 (9:05 to 10 p.m., EDT), it was announced today by Matthew J. Culligan, Vice President in charge of the NBC Radio Network.

Produced by Harvard College, this program received wide praise when it was presented on another network last March 28. NBC Radio will carry it as a part of NIGHTLINE, at no cost to Harvard College.

"'The Case for the College' is an extraordinary and stimulating program that well deserves a second exposure," Mr. Culligan said. "It not only makes a splendid case for the cause of higher learning, but also demonstrates impressively the capacity of radio itself to reach men's minds."

The program utilizes the cinema-derived "time-lapse" technique to concentrate into an hour the many experiences which stimulate and enrich a student's mind during his four years in college. The composite picture of a boy's development is built up through taped segments of classroom discussion, talks with teachers, dinner conversations and chats on dates.

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2 - 'The Case for the College'

Interwoven with the students' comments are reminiscences by distinguished Harvard alumni and faculty members about college experiences which proved significant in later life. These personalities include Leonard Bernstein, noted musician; Defense Secretary Neil H. McElroy, Senator John F. Kennedy, Charles H. Malik, Foreign Minister of Lebanon; John Mason Brown, author and critic; playwright Howard Lindsay; Alexander M. White, General Chairman of "A Program for Harvard College;" Dr. McGeorge Bundy, dean of Harvard's Faculty of Arts and Sciences, and Dr. Nathan M. Pusey, President of Harvard University. Dr. Bundy is narrator of "The Case for the College."

Dr. Pusey said the program was intended "to present a picture in words and sounds of what a living college is and what happens in it, and why it is essential to a free nation."

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NBC-New York, 4/23/58

ACTING PART IN A 'JEFFERSON DRUM' EPISODE WON BY A 'PRICE IS RIGHT' CONTESTANT ALONG WITH AIRPLANE, ELEPHANT, COLOR TV AND OTHER ITEMS

A 25-year-old furniture salesman from Simpsonville, S.C., retired from NBC-TV's THE PRICE IS RIGHT colorcast Monday night (April 21) with over \$28,000 in prizes and a contract to appear in a new television series.

Paul Jones, as an added bonus to one of his prizes won a part in an upcoming adventure in NBC-TV's new Western series "Jefferson Drum," starring Jeff Richards. Current plans are for Jones to be flown to California next week to participate in the filming of the 10th episode of "Jefferson Drum."

Among other prizes won by the young father of two are a piano-organ, an elephant, a complete home movie outfit, a diamond necklace, a pool table, an RCA Victor color TV set, a barbecue pit, a Cessna airplane and an ice cream vendor's tricycle complete with 10,000 Eskimo Pies.

"The Price is Right," starring Bill Cullen is telecast in black and white Monday through Friday over NBC at 11-11:30 a.m., NYT, and is colorcast Monday nights at 7:30-8 p.m., NYT.

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NBC-New York, 4/23/58

REVISED CREDITS FOR NBC NEWS' "COMMENT" ON NBC-TV

PROGRAM: "Comment"

TIME: NBC-TV, Sundays, 2:30-3 p.m., EDT.

FORMAT: NBC News correspondents and other outstanding newsmen examine and discuss major issues in the news.

PRODUCER: Julian Goodman

ASSOCIATE PRODUCER: Ralph Peterson

DIRECTOR: Richard Cox

ORIGINATION: Washington

PREMIERE DATE: Began June 14, 1954 on NBC-TV; started current series April 13, 1958

NBC PRESS REPRESENTATIVE: Joe Mehan, New York.

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NBC-New York, 4/23/58

REVISED CREDIT LIST FOR 'MEET THE PRESS' ON NBC-TV AND RADIO

PROGRAM: MEET THE PRESS

TIME: Sundays: on NBC-TV, 6-6:30 p.m., EDT;
on NBC Radio as part of "Monitor,"
6:30-7 p.m., EDT.

FORMAT: Outstanding figures in the news are
interviewed by a panel of newsmen
in an unrehearsed press conference.

PRODUCER (AND
PERMANENT PANEL MEMBER): Lawrence Spivak

ASSOCIATE PRODUCER: Betty Cole

MODERATOR: Ned Brooks

DIRECTORS: Frank Slingland (Washington), Bob
Rippen (New York)

TECHNICAL DIRECTOR: Leon Chromak

UNIT MANAGER: Bruce Bassett

PRODUCTION SUPERVISOR: Doris Corwith

PREMIERE DATES: NBC-TV, Nov. 20, 1947; NBC Radio,
May 4, 1952; (began on radio, on
another network, June 24, 1945).

ORIGINATION: Washington and New York

SPONSOR: Pan American Airways

AGENCY: J. Walter Thompson

NBC PRESS REPRESENTATIVE: Joe Mehan, New York.

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NBC-New York, 4/23/58

REVISED CREDITS FOR NBC NEWS' "OUTLOOK" ON NBC-TV

PROGRAM: "Outlook"

TIME: Sunday, NBC-TV, 6:30-7 p.m., EDT.

EDITOR-COMMENTATOR: Chet Huntley

FORMAT: A television news program featuring
film and live studies of noteworthy
events and personalities.

PRODUCER: Reuven Frank

DIRECTORS: Jack Sughrue and Jim Kitchell

ASSOCIATE DIRECTOR: Charles Sieg

NEWS EDITOR: Eliot Frankel

WRITERS: William Hill, Piers Anderton

ASSOCIATED IN PRODUCTION: Ann Kramer, George Murray

UNIT MANAGER: Nick Stanford

TECHNICAL DIRECTOR: Jack Irving

ORIGINATION: New York

PREMIERE DATE: April 1, 1956

NBC PRESS REPRESENTATIVE: Joe Mehan

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NBC-New York, 4/23/58



TELEVISION NEWS

April 23, 1958

CHARLES DICKENS' "THE MAGIC FISHBONE" WILL BE PRESENTED
ON "SHIRLEY TEMPLE'S STORYBOOK" SERIES TUESDAY, AUG. 19

Charles Dickens' story, "The Magic Fishbone," will be presented on SHIRLEY TEMPLE'S STORYBOOK Tuesday, Aug. 19 (NBC-TV, 8-9 p.m., EDT).

The fanciful tale, to be adapted for television by Margaret Fitts, will go before the cameras in Hollywood immediately following completion of "The Little Lame Prince" scheduled on NBC-TV Tuesday, July 15 (8-9 p.m., EDT).

"The Magic Fishbone" deals with a royal family, the head of which is a "working king" with 16 children to support. His youngest daughter, the heroine of the tale, is given a fishbone with the assurance that one wish, and only one, would be granted.

Miss Fitts is the adapter of "The Sleeping Beauty," which will be presented on the NBC-TV series Sunday, June 8 (8-9 p.m., EDT).

"Shirley Temple's Storybook" is produced by Henry Jaffe Enterprises, in association with Screen Gems, Inc.

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CAST AND CREDITS FOR NBC-TV "HALLMARK HALL OF FAME" COLORCAST
OF "DIAL 'M' FOR MURDER" ON FRIDAY, APRIL 25
9:30-11 P.M., EST LIVE FROM NEW YORK

MAURICE EVANS

in

"DIAL 'M' FOR MURDER"

By FREDERICK KNOTT

Also Starring

ROSEMARY HARRIS and JOHN WILLIAMS

With

ANTHONY DAWSON

Scenery by Robert Wightman

Costumes by Noel Taylor

Executive Producer: MILDRED FREED ALBERG

Produced and Directed by GEORGE SCHAEFER

A MILBERG PRODUCTION

Starring

MAURICE EVANS.....Tony Wendice

ROSEMARY HARRIS.....Margot Wendice

JOHN WILLIAMS.....Inspector Hubbard

With

Anthony Dawson.....Captain Lesgate

William Windom.....Max Halliday

Mary Alice Wunderle.....Bar Maid

Felix Deebank.....Lionel

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THESE ARE THE ONLY TWO COPIES OF THE
ORIGINALS OF THE DOCUMENTS
ON WHICH THE PRESENT WORK IS BASED

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THESE ARE THE ONLY TWO COPIES OF THE

ORIGINALS OF THE DOCUMENTS

ON WHICH THE PRESENT WORK IS BASED

2 - Cast and Credits for "Dial 'M' for Murder"

George Turner.....Desk Clerk
Richard Bowler.....Sergeant O'Brien
Graham Jarvis.....Detective Williams
Bethell Long.....The Attendant

* * *

Settings.....Robert Wightman
Costumes.....Noel Taylor
Written and Adapted by.....Frederick Knott
Lighting.....William Knight
Audio.....R. Philip Berge
Graphic Arts.....James Glenn
Hair Stylist.....Virginia Darcy
Makeup.....Dick Smith
Casting.....Sybil Trubin
Production Assistant.....Elaine Landry
Associate Director.....Adrienne Luraschi
Technical Director.....Robert Long
Unit Manager.....Frank Evanella
Associate Producer.....Robert Hartung
Executive Producer.....Mildred Freed Alberg
Produced and Directed by.....George Schaefer

* * *

Preempts on this date only....."The Thin Man," "Cavalcade
of Sports" and "Post-
Fight Beat"

* * *

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THE STORY

Tony Wendice has married for money and, in his eagerness to collect it, decides to do away with his wife.

SCENE SEQUENCE

ACT ONE: English Pub

Living Room

Cloakroom

Terrace

Living Room

Hallway

Living Room

ACT TWO: Living Room

Hallway

Living Room

Hotel

Hallway and Living Room

Hotel

Living Room

Hotel

Terrace and Living Room

Hallway and Living Room

Bedroom

Living Room

Bedroom

Living Room

(more)

Table 1

Summary of the data collected for the study of the effect of the treatment on the response of the subjects.

Table 1

Group 1 (n=10)

Group 2 (n=10)

Group 3 (n=10)

Group 4 (n=10)

Group 5 (n=10)

Group 6 (n=10)

Group 7 (n=10)

Group 8 (n=10)

Group 9 (n=10)

Group 10 (n=10)

Group 11 (n=10)

Group 12 (n=10)

Group 13 (n=10)

Group 14 (n=10)

Group 15 (n=10)

Group 16 (n=10)

Group 17 (n=10)

Group 18 (n=10)

Group 19 (n=10)

Group 20 (n=10)

Group 21 (n=10)

(Total)

4 - Cast and Credits for "Dial 'M' for Murder"

ACT THREE: Living Room

Hallway

Living Room

Bedroom

Living Room

Hallway

Living Room

Hallway

Living Room

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NBC-New York, 4/23/58

NO. 10000

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NBC RADIO NETWORK NEWS

April 23, 1958

TOP STARS TO JOIN IN "SEVENTY YEARS OF SONG," TRIBUTE
TO IRVING BERLIN, ON "BERT PARKS' BANDSTAND"

"Seventy Years of Song" will be the title of a special program on BERT PARKS' BANDSTAND on NBC Radio Friday, May 9 (11:05 a.m.-12 noon, EDT) marking the seventieth birthday of Irving Berlin. The program will also mark the fiftieth anniversary of the beginning of Berlin's songwriting career.

Guest stars will include Fred Astaire, Ethel Merman, Debbie Reynolds, and Eddie Fisher. Musical selections will include "A Man Chases A Girl," sung by Debbie Reynolds and Eddie Fisher; "Alexander's Ragtime Band," sung by Berlin; and "Easter Parade," played by Skitch Henderson and the orchestra. Fred Astaire and Ethel Merman will describe their experiences in films and Broadway musicals for which Berlin wrote the music.

'WATCH MR. WIZARD' PROGRAM IS HONORED AGAIN
BY MANUFACTURING CHEMISTS ASSOCIATION

Don Herbert, creator and "wizard" of network television's oldest continuous weekly science program, WATCH MR. WIZARD (NBC-TV, Sundays, 1 p.m., NYT) has received a citation from the Manufacturing Chemists Association for the second consecutive year.

Herbert, whose oft-honored program is now in its eighth year, was cited "in recognition of his continuing contribution toward interesting American youth in chemistry and allied sciences." The citation continues: "The recent national emphasis on science education has dramatized the debt we owe to Mr. Wizard who has long realized the importance of stimulating American youth toward exploring the adventures of science in order to meet the challenge of our times."

Mr. Wizard's home-laboratory is visited alternately by 12-year-old Betty Sue or 11-year-old Eddie, who participate in tests of some centuries-old and some contemporary science "secrets." The program is presented by the Public Affairs Department of NBC in association with New York University; Dr. Morris Shamos, consultant.

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NBC-New York, 4/23/58

April 23, 1958

DAUGHTER TO HELEN O'CONNELL AND TOM T. CHAMALES

Helen O'Connell, wife of novelist Tom T. Chamales, gave birth to a 6 lb., 8 oz. girl today (April 23) at Le Roy Hospital, New York City.

The baby was named Helen after the blonde, green-eyed singer, who is currently on leave of absence from NBC-TV's TODAY program.

It was the first child for Miss O'Connell and Chamales, who were married last May. She has three other daughters by a previous marriage.

Among Chamales' writings are two novels, "Never So Few" and "Go to the Herald's Office," both of which have been sold to motion pictures. He also has written a play which is to be produced on Broadway.

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TRADE NEWS

April 24, 1958

BUICK SIGNS FOR FULL-HOUR SPONSORSHIP OF EIGHT

'BOB HOPE SHOWS' ON NBC-TV IN 1958-59 SEASON

- - -

Also Renews Alternate-Week Sponsorship of 'Tales of Wells Fargo'

In one of the major television sales for the 1958-59 season, the Buick Motor Division of General Motors Corporation has signed for full-hour sponsorship of eight BOB HOPE SHOWS to be telecast on NBC-TV next season.

Announcement of the sale was made today by Robert E. Kintner, Executive Vice President, NBC Television Network.

At the same time, it was announced that Buick has renewed its alternate-week sponsorship, for the 1958-59 season, of NBC-TV's high-rated Western series, TALES OF WELLS FARGO.

Hope climaxed one of his most successful seasons with his outstanding April 5 telecast of Russian film obtained during a recent visit to Moscow. The full-hour show gave NBC-TV viewers their first look at many of Russia's greatest entertainers.

This first TV attempt, under the recent U. S.-Russian cultural exchange program, to promote understanding between the two nations was critically hailed as: "Superlative entertainment"....

(more)

2 - Buick signs

"enormously interesting and enlightening"... "Mr. Hope may have forged the first link in a new chain of Soviet-American understanding."

On April 2, Hope was presented a George Foster Peabody Award for his "Outstanding Contribution to International Understanding."

The Citation read: "To millions of people from Moscow to Morocco, Bob Hope is Mr. United States -- the wisecracking, ever-cheerful symbol of an abundant and good-natured land. In his travels to dozens of countries in the last decade, he has contributed immeasurably to international good will. In appreciation and recognition, Mr. Hope is presented the George Foster Peabody Television Award for Outstanding Contribution to International Understanding."

McCann-Erickson, Inc., is the advertising agency for the Buick Motor Division of General Motors Corporation.

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NBC-New York, 4/24/58



NBC COLOR TELEVISION NEWS

April 24, 1958

VAN CLIBURN, YOUNG AMERICAN PIANIST WHO WON INTERNATIONAL
COMPETITION IN MOSCOW, TO PERFORM ON 'STEVE ALLEN SHOW'

Van Cliburn -- the young American pianist who won the International Tchaikovsky Competition in Moscow April 14 -- will show the U. S. TV audience the style that won him the award when he performs on THE STEVE ALLEN SHOW Sunday, May 25 (NBC colorcast, 8-9 p.m., EDT). This will mark his first TV engagement since making world headlines with his prize-winning Moscow achievement.

The 23-year-old Kilgore, Tex., musician competed with 49 other pianists from 19 countries. He built up such a following during preliminary rounds in the contest that before the finals he was applauded and cheered wherever he appeared.

According to Time magazine: "To hear him in the finals, standees jammed the aisles in the Moscow Conservatory's deep balconies. Soldiers held back enthusiastic crowds in the street outside."

Writing from Moscow, Mark Schubart reported in the New York Times: "This adulation reached such a pitch that he (Cliburn) had to be whisked out of the Conservatory by the back way and on one occasion he couldn't leave at all, so great was the crowd lying in wait for him."

(more)

The young pianist is six feet, four, with blue eyes and curly blond hair. He was born in Shreveport, La., and brought up in Kilgore, Tex. His mother was once a concert pianist billed as Rilda O'Brian.

Cliburn studied with her until he was 17 when he attended the Juilliard School of Music in New York. There he studied with Rosina Lhevinne, a graduate of the Moscow Conservatory. Shortly after his graduation from Juilliard, he played the Tchaikovsky Concerto No. 1, in his New York debut with the Philharmonic (1954). He had played it for his professional debut, at 12, with the Houston Symphony. It was required of the finalists in the Moscow contest.

The many prizes received by Cliburn include the Edgar N. Leventritt Award in 1954 and a Walter Damrosch prize for post-graduate studies at Juilliard.

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NBC-New York, 4/24/58

HENRY CASSIDY AND PAULINE FREDERICK OF NBC NEWS
ARE ELECTED OFFICERS OF OVERSEAS PRESS CLUB

Two NBC News commentators have been elected officers of the Overseas Press Club in New York.

Henry Cassidy was named first vice president and Pauline Frederick a member of the board of governors.

Cassidy handles the "World News Roundup" over NBC Radio on Saturday and Sunday, among other news assignments. Miss Frederick covers the UN for NBC News.

Thomas P. Whitney, Associated Press foreign news analyst, was chosen president of the club in the elections held April 22.

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NBC-New York, 4/24/58

'TODAY' TO COVER OHIO CONFERENCE OF INDUSTRIAL LEADERS
AND GEN. MEDARIS ON NEED FOR MORE U. S. SCIENTISTS

NBC-TV's TODAY will go to the Governor's Mansion in Columbus, Ohio, on Friday, May 2 to cover a special conference concerning the technological race with Russia.

Gov. C. William O'Neill has called a meeting of 52 top Ohio industrial leaders to consider what can be done in their state to meet the Russian challenge. Maj. Gen. John Medaris, one of the top military experts in missile development, will point out the need for more engineers and scientists in his address to the group.

Dave Garroway will be on hand to interview Gov. O'Neill, who invited "Today's" coverage; Gen. Medaris and some of the industrialists. Specifically, the conference will consider the warning of President Eisenhower in his Defense Message last November that Russia was graduating two and one-half times as many engineers as the United States.

The President said: "This trend is disturbing. Indeed, according to my scientific advisors, this is, for the American people, the most critical problem of all...The Federal Government can deal with only a part of this difficulty, but it must do its part. The task is a cooperative one...Federal, state and local governments and our entire citizenry must do their share."

Gov. O'Neill hopes that the suggestions arising from the conference will serve as a nucleus for a state-wide program to increase college enrollment of prospective scientists and engineers.

(more)

2 - 'Today'

Approximately half of the "Today" program for May 2 will originate at the conference, while the other half will be telecast as usual from "Today's" New York studio.

Five television cameras will be used to cover the conference -- two more than "Today" usually employs at its New York studio.

("Today" is telecast Monday through Friday, 7-10 a.m., EDT, on the NBC Television Network, except WRCA-TV; WRCA-TV only, 7-9 a.m., EDT.)



NBC UNVEILS NEW \$1,500,000 TAPE CENTRAL AT BURBANK

- - -

President Sarnoff Announces Network Conversion to Full-Scale Video Tape Operation Completed on Schedule; Commissions Project to Determine New Uses of Tape

Burbank, Calif., April 28 -- The National Broadcasting Company unveiled today its new \$1,500,000 Tape Central at Color City here, and Robert W. Sarnoff, President of NBC, announced that the network had completed on schedule its conversion to a full-scale video tape operation.

The Tape Central, containing a battery of 11 recording machines for black and white and color television, began operation yesterday with the start of Daylight Saving Time. Through it, NBC programs are now being carried in almost all of the United States on a regular time basis throughout the year.

While outlining the vast potential of video tape for television's future, Mr. Sarnoff said he had commissioned an extensive development project for determining new uses of tape. He reported various NBC executive and technical working groups were already embarked on an analysis of the present network pilot operation with a view to resolving questions concerning other areas in which tape might play a fundamental role.

(more)



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2 - Tape Central

"Can we, for example, tape highlights of various memorable winter programs and rebroadcast them in omnibus fashion during the traditional months of program repeats? Can we ultimately, through tape, operate a national network with fewer studios and with a consequent lighter burden of capital investment? How can we use tape to strengthen and expand our news operation? What is the potential in taping commercials? These are among the questions our working groups will be asking and then striving to answer," Mr. Sarnoff said.

The text of the NBC President's remarks at the Burbank ceremony follows:

Six months ago, here at Color City, I told a group of visiting television editors of our plan to begin full-scale network video tape operation in color and black and white, coincident with the start of Daylight Saving Time this year. I believe many of you were at that conference and you will remember that I spoke of a new Tape Central to be installed at a cost of \$1,500,000. Our purpose today is to give you a first-hand look at the Tape Central, to answer any questions you may have concerning its operation, and to report to you that we have met our timetable -- that with the beginning of Daylight time yesterday, April 27, we did inaugurate on schedule the era of magnetic tape television for both color and monochrome programs.

In a few minutes, John West and his associates will escort you on a tour of the Tape Central. You will see in operation a battery of eleven tape recording machines, eight of which have been converted for color recording. Additional color tape machines are expected soon from Camden to augment the present equipment.

(more)

You will also, if nothing goes awry, have the opportunity to make a very personal evaluation of the quality of our tape picture. As most of you entered the room to shake hands with me, a color camera was trained on us. Color tape recorded the scene for posterity. In a few minutes, the tape will be fed into both the color and black-and-white receivers which you see placed around the room. Then you'll be able to test its reproductive qualities in terms of yourself.

If you feel chagrin at the results, you can charge it off to the lack of pancake makeup and we'll erase the tape. If you like what you see, we'll give you the strip of tape in which you are featured as a souvenir. You can take it home and await the day when your NBC affiliate is color-tape equipped. Perhaps you can persuade him to broadcast it locally. Or you can place it, like a wedding boutonniere, between the leaves of a memory book -- and await the time when home tape recorders are available. If you are not around to enjoy it, I am sure your children or grandchildren will be.

To refresh your memory on what this new operation means, it means, first of all, that nearly every NBC affiliated station now has month-in, month-out program regularity. Dependence on kinescopes and lenticular film for summer scheduling is substantially behind us. Programs are flowing through the summer months in their accustomed winter time periods. The irregular pattern of summer program changes forced by conflicting local Daylight time schedules has been erased. In only two states, Washington and Oregon, have we been compelled, because of facility and economic problems, to continue the pre-tape method of scheduling through the current summer. I am hopeful we will have a solution for this region, which remains on Standard time in the summer, before another year rolls around.

(more)

4 - Tape Central

The present known values of tape -- flexibility, immediacy of playback, quality of picture reproduction -- have been proclaimed sufficiently by broadcasters and manufacturers to make a detailed repetition unnecessary. But, as we begin to operate this first network Tape Central in Burbank, and shortly a companion Tape Central in New York, I am more concerned with what we will do than with what we have done. To chart our tape course of the future, I have commissioned several executive and technical working groups at NBC to make a detailed study of every facet of our industry pilot operations this summer and then determine what additional tape uses we can devise, now that the primary roadblock of time change has been eliminated.

Can we, for example, tape highlights of various memorable winter programs and rebroadcast them in omnibus fashion during the traditional months of program repeats? Can we ultimately, through tape, operate a national network with fewer studios and with a consequent lighter burden of capital investment? How can we use tape to strengthen and expand our news operation? What is the potential in taping commercials? These are among the questions our working groups will be asking and then striving to answer.

I do not anticipate solutions this week or next. This is an electronic Goliath we have in our nursery. Its growth must be nurtured with skill and care. It must not be shorn of its awesome promise by hasty action in any area. NBC's plan is to move ahead cautiously, each decision buttressed by the most thorough research and planning. NBC's goal is to insure that the interests of everyone involved in the use and operation of tape, today and in the future, are fully considered and protected.

(more)

The drama of tape comes basically from two things -- the quality of the picture and the speed of playback. The longer I talk the less dramatically we can emphasize the speed of playback. I believe about 10 minutes have elapsed since the camera recorded our greetings, and that should be ample time for our demonstration to get underway. So I'll now turn the meeting over to John West and his color tape.

Thank you for being with us.

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NBC -- 4/28/58



April 28, 1958

ERNIE KOVACS "SILENT" NBC COLORCAST OF 1957 ACCEPTED
FOR FINALS IN INTERNATIONAL EXPERIMENTAL FILM
COMPETITION AT BRUSSELS WORLD'S FAIR

Ernie Kovacs' NBC colorcast of Jan. 19, 1957 -- which used no dialogue in its comedy sketches -- was accepted Friday, April 25, for the finals of the International Experimental Film Competition at the Brussels World's Fair.

The Kovacs show was one of 403 submitted by 29 countries. Entrants -- in addition to television networks, stations, and packagers -- included producers of theatre features and art and educational films.

At the time of the colorcast, the mustachioed, cigar-smoking comedian described the show as "kind of radio-in-reverse." There wasn't a word of dialogue in any of the skits. Kovacs just made a few remarks at the beginning of the program to explain his "point of view."

"Radio listeners got lots of dialogue and had to rely on imagination to supply pictures," he said. "We're going to give viewers pictures and let their imagination supply the dialogue."

(more)



1998, 2000

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1998, 2000

2 - Ernie Kovacs

The comedy segment featured Kovacs in his "Eugene" role and as a visitor to a men's club where the members prized silence.

The show wasn't completely silent, however. Kovacs made use of sound effects and music. Harry Sosnik and his orchestra provided the music.

The special program was produced by Kovacs, and directed by Barry Shear. The World's Fair kinescope was edited for the competition by James Nelson of the NBC Program Department.

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NBC-New York, 4/28/58

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NBC COLOR TELEVISION NEWS

April 28, 1958

TWO NBC-TV ENGAGEMENTS OF PIANIST VAN CLIBURN ON 'TONIGHT' PROGRAMS PAVED WAY FOR MUSIC DIRECTOR SKITCH HENDERSON TO BOOK MOSCOW PRIZE-WINNER FOR 'STEVE ALLEN SHOW' COLORCAST

The achievement of Skitch Henderson, music director of THE STEVE ALLEN SHOW, in signing pianist Van Cliburn for his first television appearance after his return to this country, was due to Cliburn's appreciation of his two appearances on NBC-TV's "Tonight" show in 1955. Recent winner of the International Tchaikovsky Competition in Moscow, he will appear on the Steve Allen colorcast of Sunday, May 25 (NBC, 8-9 p.m., EDT).

Henderson, who was music director of "Tonight" when it starred Steve Allen, was asked by a friend at the Juilliard School, where young Cliburn was a recent graduate, to audition the young man. That was in late 1954.

"The moment I heard him," says Skitch, "I knew he was great and I wanted to help him all I could."

He engaged Cliburn for the "Tonight" show where the pianist scored with both studio and home audiences with his Jan. 19, 1955, performance which resulted in a number of concert engagements for him.

(more)

His second "Tonight" appearance was on April 13, 1955.

This too was a success, followed by concert offers.

When Cliburn received many television and concert bids following his recent triumph in Moscow, he chose "The Steve Allen Show." He will appear in a concert at Carnegie Hall in New York the previous Monday (May 19). The event is already a sellout.

Skitch, whose usual orchestra for "The Steve Allen Show" numbers 35 players, will augment it by 20 more -- members of the Symphony of the Air (formerly the NBC Symphony) -- for the Cliburn performance.

The choice of music? Of course the obvious one is the Tchaikovsky Concerto No. 1, with which Cliburn made his debut as a symphonic pianist. He repeated it for his New York debut in 1954, and once again in the finals of the International Tchaikovsky competition.

"I cannot confirm it yet," says Skitch, "But I am studying that score in the hope that we will be able to present excerpts from it when Cliburn is guest soloist."

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NBC-New York, 4/28/58



TRADE NEWS

April 28, 1958

CHEVROLET RENEWS 'DINAH SHORE CHEVY SHOW' ON NBC-TV

Chevrolet has renewed the DINAH SHORE CHEVY SHOW over the NBC Television Network.

The agreement, announced jointly by W. E. Fish, General Sales Manager of Chevrolet, and Robert E. Kintner, Executive Vice President, NBC Television Network, places the award-winning colorcast in the same Sunday, 9-10 p.m. time slot occupied during the 1957-58 season.

The Chevrolet renewal is one of the most important in the television industry and covers 52 weeks starting next Fall. The DINAH SHORE CHEVY SHOW will be presented three out of four Sundays, with the CHEVY SHOW, featuring prominent entertainers, on the air every fourth Sunday.

Acclaimed by viewers and critics for its tasteful and talented presentation, the "Dinah Shore Chevy Show," its star and director received five major television awards during the 1957-58 season.

The program won an "Emmy" award in the "Best Musical, Variety, Audience-Participation or Quiz Series" category. Dinah Shore

(more)



1911, 1912

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

THE NEW YORK TIMES

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THE NEW YORK TIMES

2 - 'Dinah Shore Chevy Show'

received an "Emmy" for "Best Continuing Performance (Female) in a Series," and the program's director, Bob Banner, received an "Emmy" for "Best Direction (one hour or more)."

The "Dinah Shore Chevy Show" also won a Sylvania Award for "Best Light Musical Series," and a George Foster Peabody Award for "Television Entertainment (Musical)." The Peabody citation read, in part: "The thumping success of the Dinah Shore program is heartening proof that no matter what formats and fads may temporarily dominate the airwaves, you can never beat a combination of unfailing good taste, irrepressible spirits and sheer talent. What TV needs, obviously, is about a hundred Dinah Shores."

Campbell-Ewald, Detroit, is the advertising agency for Chevrolet. The Chevy Shows will continue to be produced next season by Henry Jaffe Enterprises in association with NBC.

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NBC-New York, 4/28/58

JUSTICE DOUGLAS TO BE INTERVIEWED ON 'OUTLOOK'

William O. Douglas, associate justice of the U. S. Supreme Court, will be interviewed on Chet Huntley's OUTLOOK program Sunday, May 4 (NBC-TV, 6:30 p.m., EDT).

Justice Douglas will explain how the court discusses and votes on cases during a filmed interview with NBC News Correspondent Herb Kaplow.

In another filmed report, Cameraman Maurice (Moe) Levy returns to Karnes County, Texas, which is lush with growth after desperately-needed rains. Levy's earlier visit to that area during the height of the drought was telecast on "Outlook" last year.

NBC-New York, 4/28/58

'TODAY' TO TOUR U. S. SUPREME COURT

NBC-TV's TODAY will tour the U. S. Supreme Court Building in Washington, D. C., Thursday, May 1 with Justice Tom C. Clark as narrator.

"Live" cameras will follow Justice Clark as he tells about the functions of the Court, and some of its most famous cases and anecdotes. "Today" chose May 1 for this special feature because it is being observed nationally as "Law Day."

("Today" is telecast Monday through Friday, 7-10 a.m., EDT, on the NBC Television Network, except WRCA-TV; WRCA-TV only, 7-9 a.m., EDT.)

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MYSTERY WRITERS HONOR 'ALCOA' DRAMA

"The Mechanical Manhunt," a drama in THE ALCOA HOUR series on NBC-TV, has won the Edgar Allan Poe Award of the Mystery Writers of America. The drama, written by Harold Swanton, was telecast April 28, 1957.

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NBC-New York, 4/28/58



NBC COLOR TELEVISION NEWS

ELECTRONIC AND HISTRIONIC ASSIGNMENT FOR 'KRAFT' CAMERAMAN

An NBC cameraman named Bill Goetz recently made his "dramatic debut" on KRAFT TELEVISION THEATRE and is now expanding his histrionic endeavors. Next Friday and Saturday (May 2 and 3), he will appear in an amateur musical in Valhalla, N. Y.

Goetz is the cameraman now seen in the opening of the "Kraft" colorcasts. The show opens with a shot of Goetz on his "dolly" camera. This is a changeover from the earlier shows (prior to April 16, when Talent Associates took over production of "Kraft") when the programs opened with a shot of a little toy man on a pint-sized camera.

Goetz says that since his "on camera" debut he has become something of a ham.

"I live in North White Plains," he said. "When I heard the Parent-Teacher's Association of Valhalla was putting on a variety show, I decided to join the cast. They've got me playing one of the Andrews Sisters -- Maxine, I think it is."

Goetz, married and the father of one child, has been with NBC for nearly eight years.

Asked if he gets any special direction, now that he appears on camera, Goetz said, "The only direction I get is 'go.'"

(KRAFT TELEVISION THEATRE is colorcast Wednesdays, NBC-TV, 9-10 p.m., EDT.)

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NBC-New York, 4/28/58



TRADE NEWS

April 29, 1958

LEVER BROTHERS AND SPEIDEL WILL SHARE SPONSORSHIP OF NIGHTTIME 'PRICE IS RIGHT' IN 1958-59 SEASON

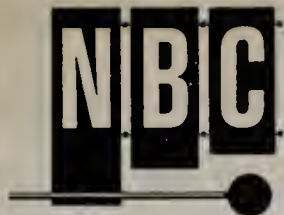
The Lever Brothers Company and the Speidel Corporation will share sponsorship of NBC-TV's nighttime audience-participation quiz, THE PRICE IS RIGHT, during the 1958-59 season, it was announced today by Walter D. Scott, Vice President, NBC Television Network Sales.

"The Price Is Right" -- currently colorcast Mondays, 7:30-8 p.m. (NYT) -- will move on Thursday, June 26 into the time slot now occupied by "The Lux Show Starring Rosemary Clooney" sponsored by Lever (Thursdays, 10-10:30 p.m., NYT). In the Fall, the nighttime "Price Is Right" will move to another day and time -- Wednesdays, 8:30-9 p.m. (NYT) -- beginning Wednesday, Sept. 24, and continuing through the season.

Since its premiere last Fall, the program, with Bill Cullen as emcee, has consistently ranked among television's top quiz-participation shows.

The Speidel order is effective Sept. 24 and was placed through Norman, Craig & Kummel, Inc. The Lever Brothers order is effective Oct. 1.

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TRADE NEWS

RESURGENCE OF NETWORK RADIO IS "COMEBACK STORY IN BEST TRADITION,"
NBC'S MATTHEW J. CULLIGAN TELLS NAB'S RADIO MANAGEMENT CONFERENCE

LOS ANGELES, April 29 -- The resurgence of network radio is "a comeback story in the very best tradition," Matthew J. Culligan, Vice President in charge of the NBC Radio Network, declared today. .

Addressing the Radio Management Conference of the National Association of Broadcasters at its convention meeting in the Hotel Biltmore, Mr. Culligan said the NBC Radio Network story, particularly, is "one of survival against great odds."

Mr. Culligan set forth the conditions which brought about network radio's decline: The loss of about 70 per cent of its nighttime audience to television, the withdrawal of the advertisers who had supported radio, and the defection of many affiliates.

"Network radio literally hit bottom in the Fall of 1956," he said..."I can tell you now that even at NBC there was a large body of opinion that network radio was gasping its last few agonizing breaths. Few executives would have given it a chance to survive, and even fewer thought it would ever again be profitable.

"One executive did, however. He happened to be the right one, too. Bob Sarnoff, President of NBC, recognized our obligation
(more)

to keep the radio network in existence, not only as a business enterprise, but as an integral and vital part of the communications system of the country for public service and national defense considerations..."

Mr. Culligan said NBC Radio's comeback story was "made possible by Bob Sarnoff who took a big, calculated risk 18 months ago in giving all-out personal and financial support to the task of rebuilding the NBC Radio Network."

As "evidence of this comeback, which no amount of anti-network, cry-baby howling can obscure," Mr. Culligan listed several facts:

1 -- Steady improvement in station clearances has reached a point which will permit raising the pricing level from 75 per cent of the network's dollar value to 85 per cent. There have been no defections from the NBC Radio Network in 18 months. NBC has added five new affiliates in the past six months and will add 10 more soon.

2 -- Station compensation payments to NBC affiliates in 1958 will be two-and-a-half times the amount paid in 1956.

3 -- The 15 advertisers who were the main support of network radio before television, and who later left radio, are back on either NBC or CBS. NBC has 14.

4 -- In 1956, the NBC Radio Network had a total of 26 clients. In 1957, it had 115 clients.

5 -- The myth of the rating superiority of "juke box radio stations" was exploded by audience composition studies which proved that network affiliates attracted most of the adults, while rock 'n' roll station audiences were primarily teen-agers.

NBC NEWS CAMERAMEN WIN 8 OF 15 CITATIONS, INCLUDING 3 FIRST PRIZES, IN NATIONAL PRESS PHOTOGRAPHERS NEWS FILM AWARDS

NBC News cameramen have taken eight of the 15 citations, including three first prizes, in the National Press Photographers Association annual news film awards.

The winning NBC cameramen are Maurice (Moe) Levy, Tom Priestley, Gene Barnes and Joseph Vadala.

The awards are given jointly by the National Press Photographers Association, the Encyclopedia Britannica and the University of Missouri School of Journalism.

Levy, Southwest Regional Cameraman, won top honors in the Spot News category with his film of a tornado ripping through Dallas a year ago. Levy also won second place in the General News category for his films of Negro children being forced out of Central High School, Little Rock, amidst violent rioting.

Priestley, New York cameraman, took first prize in Features for his story last Labor Day contrasting the crowds at Coney Island and the sleepy, empty streets in New York. He also won second place in Spot News for films of the Rikers Island plane crash.

Barnes, of Hollywood, won first prize in the Sound on Film division. This was for coverage of a Los Angeles "mad dog killer" siege, under extremely hazardous conditions. For the same story, he was awarded second place in Spot News. Barnes also took a third prize in Documentaries for a study of the Cape Canaveral missile launching base.

Vadala, of NBC in New York, won second place in Documentaries for his coverage of the cutting of the world's largest diamond.

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NBC-New York, 4/29/58

THE NEW YORK TIMES, INCLUDING 2 PAGES

FRIDAY, THE NATIONAL PRESS PHOTOGRAPHIC NEWS WITH AROUND

THE NEW YORK TIMES HAVE TAKEN AROUND OF THE 15 PAGES

INCLUDING THE NEW YORK TIMES, THE NATIONAL PRESS PHOTOGRAPHIC

ASSOCIATED PRESS AND THE NEW YORK TIMES

THE NEW YORK TIMES, THE NATIONAL PRESS PHOTOGRAPHIC

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April 29, 1958

CHANGES MAKING "STAR-SPANGLED BANNER" MORE SINGABLE--AS PROPOSED
BY NBC'S PAUL TAUBMAN--INCLUDED IN BILL INTRODUCED IN CONGRESS

Changes in "The Star-Spangled Banner" that would make it more singable, as proposed by NBC's Paul Taubman, were included in a bill introduced in Congress today by Rep. Herbert Zelenko (D.-N.Y.).

The Congressman's bill would, for the first time, make official and standard the words and music of "The Star-Spangled Banner," which since 1931 has been the official National Anthem without having official words or music. Taubman's musical variation is contained in the proposed official version. Hearings on Rep. Zelenko's bill are scheduled for May 21.

Taubman's suggested revision would lower, by two tones, 13 notes in the phrase beginning "And the rockets red glare..." and lower, by two tones, the last five notes in the phrase, "O'er the land of the free..."

Rep. Zelenko points out that "The new placement of the 18 notes retains the harmony of the piece." He adds that Taubman's version "has made no attempt to alter the traditional lyrics in any way nor to change the tempo or the spirit of the music, but merely by the most minute change of several notes has made the National Anthem singable by everyone."

(more)

The Congressman said he considered Taubman's work of enough musical and patriotic merit to be enacted into law. His speech, read into the Congressional Record, included this tribute to Taubman:

"...I thought it important not only to be satisfied as to the musical merit of the Taubman work, but, in a matter so serious and sacred, that the background of the composer be examined both as to Americanism and musicalism. He meets the qualifications on both counts. Mr. Taubman is an acknowledged leader in the field of music. He is a musical director of the National Broadcasting Company and attended the Julliard School of Music, which is located in my Congressional District. He is a composer-member of the American Society of Composers, Authors and Publishers and holds a union card in the American Federation of Musicians. While in the military service, Mr. Taubman composed the official song of the Air Force Bomber Command. He is a patriotic American and a combat veteran of World War II, having served with distinction as a staff sergeant in the 63rd Infantry Division from 1943 to 1946. His decorations include the Bronze Star and numerous battle stars."

(Taubman is musical director of NBC-TV's TWENTY-ONE, DOUGH RE MI, and the daytime and evening TIC TAC DOUGH shows. He is also emcee of "The Story Behind the Song" on NBC Radio's MONITOR.

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